



## Remington Products & Cindy Crawford Lets Consumers Get Runway Ready in New York

October 18, 2006

Remington sponsors eBay Auction to Benefit Locks of Love

MADISON, Wis., Oct. 18 /PRNewswire-FirstCall/ -- Cindy Crawford is best known for bringing her beauty and sense of style to people around the world. Now, two lucky auction winners will get the chance to experience a day in the life of Cindy firsthand. The fashion icon, along with worldwide hairstyling and grooming products leader Remington, is auctioning off the chance to fly to New York for a world-class makeover and join Cindy at an exclusive VIP event at ABC Studios in Times Square. All proceeds from the auction will go to Locks of Love, a charity dedicated to restoring a sense of self to children suffering from hair loss.

During this ten-day auction ( <http://www.ebay.com/cindycrawford> ), consumers will have the chance to bid on a trip dreams are made of, complete with airfare for them and a guest to New York, luxury hotel accommodations and a makeover by world-renowned stylist Noah Hatton and his team. Plus, the auction winners and their guests will get to meet Cindy at a VIP-only Remington launch event at ABC Studios in Times Square on November 13, 2006.

"For Cindy Crawford, every day is a runway. Remington Products is making it increasingly easy for consumers to find that same sense of style and fashion through our easy to use, cutting edge products," said Drew Fiorenza, VP of Remington. "We hope to introduce a couple lucky bidders to this world firsthand and at the same time benefit Locks of Love, an organization that delivers confidence and pride to children who are in need."

Two auctions will be held, one for a man and the other for a woman. Both auctions will start on October 18 at 9:00 pm EST and will close on October 28 at 9:00 pm EST. Winning bidders must be at least 21 years of age. Winners and their guests will be flown to New York from a major airport nearest their home and receive one night of lodging at a Manhattan-area hotel. They will also receive \$300 spending cash. The winner of each auction and their guest will receive a complete makeover by Noah Hatton of Cutler/Redken in New York and then transported to ABC Studios in Times Square to meet Cindy and be part of the event.

"We feel honored that Remington and Cindy Crawford have chosen to make us a part of such an elite event," said Madonna Coffman, President of Locks of Love. "This is the kind of unique partnership we rely on to help raise the awareness needed, so that we may reach more children in need."

Remington will launch its new line of rotary men's shavers, its Teflon Fiber hairstyling products and other new innovations at the "Everyday is a Runway" event on November 13. For more information, consumers can visit <http://www.remington-products.com> .

About Spectrum Brands, Inc.

Spectrum Brands (NYSE: SPC) is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving, grooming and personal care products, household insecticides and portable lighting. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in 120 countries around the world. Headquartered in Atlanta, Georgia, with North America Headquarters located in Madison, Wisconsin, Spectrum Brands generates approximately \$2.5 billion in annualized revenues and has approximately 10,000 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

About Locks of Love

Locks of Love is a not-for-profit organization, incorporated in December of 1997. Its mission is to return a sense of self, confidence and normalcy to children suffering from hair loss by utilizing donated ponytails to provide the highest quality hair prosthetics to financially disadvantaged children. The children receive hair prostheses free of charge or on a sliding scale based on financial needs.

SOURCE Spectrum Brands

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