



Cindy Crawford Joins Remington(R) as New Spokesperson

October 18, 2006

World-Famous Fashion and Style Icon Puts a New Face on One of America's Top Hairstyling and Grooming Brands

MADISON, Wis., Oct. 18 /PRNewswire-FirstCall/ -- Cindy Crawford represents many things ... beauty, class, style and success. Now, Cindy can add Remington(R) products to the list. Remington, a leading men's and women's grooming, shaving and hairstyling brand, has signed the model, actress and businesswoman to represent it as spokesperson.

"As a busy wife and mother, I need to be practical about beauty and style," said Cindy Crawford. "At the same time, I understand that looking my best is an important part of who I am. I am thrilled to be working with Remington products because they have the right combination of innovative technology and strong heritage of quality products, allowing me to achieve a high sense of style with a minimal amount of time and effort."

As part of her new role, Cindy will appear in a new TV commercial and new print ads for several of the innovative grooming and hairstyling products Remington is introducing to the market this fall. Beyond that, Cindy will be featured in other marketing communications, including online advertising, retail displays, sales materials and on <http://www.remingtonproducts.com> during the remainder of 2006 and into 2007.

Most of her efforts will focus on promoting Remington's new products and technologies, including the new hair-protecting Teflon(R) Fiber Ceramic Straightener and Curling Iron and the new MicroFlex series of men's rotary shavers featuring a new level of comfort made possible in large part by Titanium-coated blades and collaborative design with BMW Designworks.

"Cindy brings universal likeability, unparalleled status as a beauty icon and a strong understanding of the fashion and style world to Remington," said Drew Fiorenza, vice president of Remington. "The same types of attributes apply to the entire line of Remington products, which are universally available, feature new and proprietary technologies and are designed to fit the active lifestyle of consumers."

The new Remington ads featuring Cindy Crawford will premiere at a November 13th event at ABC Studios in Times Square. Consumers can also keep their eye on <http://www.remingtonproducts.com> for more details and to stay up to date with Remington and Cindy.

About Spectrum Brands

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, 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.

SOURCE Spectrum Brands

CONTACT: Drew Fiorenza of Spectrum Brands, +1-608-275-4842,
drew.fiorenza@spectrumbrands.com, or Amy Danis of Dig Communications,
+1-312-577-1770, adanis@digcommunications.com
/Web site: <http://www.remingtonproducts.com>
(SPC)