



Remington Shaves Santa

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Families can give old Kris Kringle a fresh look with a fun new interactive website - ShaveSanta.com

MADISON, Wis.--(BUSINESS WIRE)--Dec. 4, 2006--He's generally depicted as a fat, jolly old man with a white beard and dressed in a red suit. Sounds like the Santa we've all grown up with, right? If you've ever wondered what was under Santa's beard, this is the year to find out. Remington just launched www.ShaveSanta.com, a fun and playful website where consumers can give Santa a new look for the New Year.

"It is about time he updates his look. I'm sick of his wooly mane," said Mrs. Claus. "This holiday season, I'm going to be thankful for all of the people who have taken the time to shave me a more handsome husband minus the itchy mistletoe kisses."

At ShaveSanta.com, visitors can share their best shaved Santa or see how others have updated his look in Santa's Gallery. Consumers can also enter the Shave Santa contest to win a new Titanium MicroFlex 800 BMW-designed Remington shaver, get a \$20 mail-in rebate coupon for a Remington electric shaver, or send a Christmas wish list or eCard to their personal Santa! The Titanium MicroFlex 800 electric shaver is a result of Remington's collaboration with the high-design engineers at BMW Designworks USA. These new shavers have a patented ComfortSelect switch for sensitive skin and Titanium-coated blades for extra durability, resulting in a great shave.

"Electric shavers have always been among the most popular holiday gifts for men," said Drew Fiorenza, vice president of marketing at Remington. "And with Christmas around the corner we thought it might be nice for consumers to see this new shaver in action while they have the opportunity to give the big guy a personalized 21st Century style."

ShaveSanta.com is part of an overall holiday program in support of Remington shavers, also including a new TV ad campaign featuring fashion icon Cindy Crawford. Consumers can also keep their eye on www.remington-products.com for more details and to stay up to date with Remington and Cindy.

About Spectrum Brands, Inc.

Spectrum Brands 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.

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