



Remington Reminds Consumers to Shed Their Winter Coats

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Men learn how to groom their bodies for bathing suit season with fun interactive website-- ShedMyCoat.com

MADISON, Wis., Mar 19, 2007 (BUSINESS WIRE) -- Remington, a worldwide leader in the grooming industry, wants to let men in on a little secret-- the affinity women have for soft and furry animals does not carry over to men. Although a Remington segmentation study reported that over 50 percent of men now groom their bodies, men tend to forego their grooming habits during the cold weather months. In order to remind guys to get rid of their winter coats before hitting the beach and help them learn the right way to do so, Remington launched a quirky, fresh and interactive website on March 19st, www.ShedMyCoat.com.

At ShedMyCoat.com, visitors can trim messages into a hairy back and email it to friends. Remington is also giving guys a tool to get their "Man-O-Scope", a guys' only type of horoscope, by answering a short series of questions. They'll learn more about what type of man they really are and the appropriate grooming product for their personal style. In addition, the site offers visitors the opportunity to anonymously recommend grooming products to friends whose inadequately-groomed body hair might lead to embarrassment during the coming summer.

"Although the appeal and acceptance of men's grooming has skyrocketed in recent years, there is still apprehension among young males to talk about it," said Drew Fiorenza, vice president of marketing at Remington. "We created ShedMyCoat.com as an outlet to educate guys on the appropriate products for popular grooming concerns. By approaching it with a fun and humorous tone, we also hope to make it more acceptable for men to discuss body grooming."

ShedMyCoat.com is part of an overall program supporting Remington's full line of face and body groomers. Consumers will have daily chances to win Remington grooming products--all of which feature Titanium coated blades--a revolution in trimming technology. To keep up with grooming habits consumers can visit www.Remington-Products.com for more details and to stay up to date with Remington Products.

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 generated approximately \$2.5 billion in net sales in fiscal 2006 and has approximately 8,400 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

SOURCE:

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