



The Makers of Expert Gardener(R) Unveil Donation to Susan G. Komen for the Cure

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Limited-Time Pink Packaging Highlights Company's Donation to Susan G. Komen for the Cure

ST. LOUIS, March 19, 2007 /PRNewswire via COMTEX News Network/ -- Spring is starting to bloom, and more than just the peonies and tulips will be pink this year. From March through May, bags of Expert Gardener Perfect Mix All Purpose Potting Soil will turn Wal-Mart shelves pink with special edition, limited-time packaging to commemorate the \$200,000 donation to Susan G. Komen for the Cure from the makers of Expert Gardener products.

"To support Komen for the Cure and its important promise to end breast cancer, we wanted to do more than just make a monetary donation," said Mark Gershenson, vice president of Marketing for Spectrum Brands, the maker of Expert Gardener Perfect Mix All Purpose Potting Soil.

The Expert Gardener bag will be one of the first consumer products to display the new Komen logo since it was unveiled earlier this year. On the back of the bag, it not only explains to gardeners the benefits of using Expert Gardener potting mix, but it also includes information on how to support the Komen organization and get involved in the fight against breast cancer.

"For the past 25 years, Susan G. Komen for the Cure has been on a mission to end breast cancer forever," said Cindy Schneible, vice president of resource development for Komen. "Cause-related marketing partners like Spectrum Brands are an integral part of that mission, helping us reach millions of consumers with life-saving breast health messages and raising funds that support breast cancer research and community outreach programs."

Expert Gardener Perfect Mix All Purpose Potting Soil contains a premium mixture of rich ingredients of sphagnum peat moss and horticultural perlite, which helps plants grow and thrive. The exclusive formula includes fast-release plant food for a vigorous start, plus special slow-release plant food to feed the plant for up to nine months. A special wetting agent helps distribute water and soluble nutrients through the soil.

Expert Gardener potting mix in the special Komen pink bags is available through May in 10-quart and 1-cubic-foot sizes. The brand is exclusively available at U.S. Wal-Mart locations. The suggested retail price is \$2.50 for the 10-quart bag and \$4.77 for the 1-cubic-foot bag.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, the organization has invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit <http://www.komen.org> or call 1-800 I'M AWARE(R).

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 1 million stores in 120 countries around the world. Headquartered in Atlanta, Ga., Spectrum Brands has approximately 10,000 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

SOURCE

Spectrum Brands

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