



New Remington® ShortCut Clipper First Product Designed For Men to Cut Their Own Hair

April 7, 2008

World's First Curved Cutting System Allows Men an Easy, Even, Error-Free Cut in the Comfort of Their Own Home

MADISON, Wis., Apr 07, 2008 (BUSINESS WIRE) -- With fashion and style constantly changing, one thing is sure to remain a constant for men when it comes to their hair - short and simple is sexy. With guys like soccer star David Beckham and music maven Justin Timberlake sporting the short look, guys everywhere are following their lead and getting a "buzz." Now, Remington Products is making it easier than ever before for men to achieve this look with the introduction of the new ShortCut Clipper - the first-ever clipper system designed to allow men to cut their own hair.

Research has found that over 10 million men currently sport a short hair cut of their own, citing that an additional 41 million men have highly considered getting a super short cut within the next year. The one hang up for most men when making the decision to go short is that despite the clean, low-maintenance look short hair provides, there is no quick and simple, error-free, do-it-yourself method. In fact, 54 percent of men who keep their hair short use electric clippers and usually need assistance from someone else. Otherwise, they settle for attempting to do it themselves with these tools designed for use on someone else's head and can end up spending upwards of an hour to get a still un-even cut. With the new ShortCut Clipper, men can take matters into their own hands and say goodbye to uneven edges or missed spots in the back of the head.

The Remington ShortCut Clipper is easy to use, cuts quickly and evenly every time, and is virtually impossible to mess up. The innovative curved blade technology and revolutionary 'brush shaped' design makes cutting your hair as easy as brushing it. The ShortCut Clipper's extra wide curved blades cut back and forth to the shape of your head for an even cut in less passes than traditional straight clippers. The adjustable comb guide offers 5 length settings, cutting from 1/8" to 1/2" and the balding comb attachment gives the closest cut possible from an electric hair clipper. The ShortCut Clipper delivers the popular short to ultra-short hairstyle easily, evenly and error-free

"The ShortCut Clipper is the result of both our dedication to listening to our consumers to find out what they want and need, then applying that information to create a quality product with state-of-the-art technology that will deliver on their expectations," said Drew Fiorenza, VP Remington Products. "When we created this, our research told us that guys wanted to be stylish, but also still wanted to be functional and keep their time commitment and expenses to a minimum. I truly believe the ShortCut Clipper is going to revolutionize the hair cutting category by giving guys the tools and confidence they need to take their hair matters into their own hands - you can't mess this up."

Additional features of the ShortCut Clipper include self-sharpening blades that never need replacing and a pop-up trimmer to detail around the ears and neckline. The 40-minute run time and cordless capability are also standout features that add to the simplicity of the clipper and make it an ideal travel companion.

The ShortCut Clipper is available at retailers nationwide and on www.remingtonshortcut.com. Two models are available for a recommended price of \$29.99 for the standard version or \$39.99 for the high-end model in chrome.

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 fiscal 2007 net sales of \$2.6 billion and has approximately 7,100 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

SOURCE: Spectrum Brands, Inc.

Spectrum Brands
Glenn Rhodes
608-275-4477
glenn.rhodes@spectrumbrands.com

or
Dig Communications
Melissa Layton
312-577-1775
m Layton@digcommunications.com