



Remington Products Joins Forces With Cindy Crawford to Support Together for Kids Hospitals

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Company will donate a portion of the proceeds from the sale of its Smooth & Silky Shavers to the Charity

MADISON, Wis., Oct. 24 /PRNewswire/ -- This holiday season, Remington Products has joined forces with Cindy Crawford, the brand's spokesperson, to support Together for Kids hospitals, the national support network for children's hospitals.

For a limited time - now through December 2008 - Remington will donate a portion of the proceeds from the sale of its Smooth & Silky Shavers, in specially marked packages, to Together for Kids hospitals. The special packages of the product featuring Crawford and Together for Kids are hitting retailer's shelves this month.

When Crawford was just eight years old, her little brother, Jeff, was diagnosed with leukemia. Crawford's mom drove more than two hours with Jeff every day to the children's hospital at the University of Wisconsin for her son's radiation treatment. Despite Jeff's courage and the valiant efforts of the doctors and staff, her brother lost his battle to cancer just before his fourth birthday.

The experience, in many ways, has shaped Crawford's life. Crawford has never forgotten the team at the University of Wisconsin Children's Hospital, now known as American Family Children's Hospital and member of the Together for Kids nationwide network, who treated her brother and her family with such compassion.

"Together for Kids helps over 50 children's hospitals around the country conduct potentially life-saving pediatric research, introduce state-of-the-art treatments and technologies, and provide the kind of compassionate support system that meant so much to me and my family," Crawford says.

For Crawford, who knows first-hand how important children's hospitals are to families, supporting Together for Kids is a great way to make a real difference for kids and families all across America. Remington is proud to help Crawford in her quest to give more families access to the same world-class treatment Jeff received by donating a portion of the proceeds from the sale of this product to Together for Kids (<http://www.togetherforkids.com>).

Remington's Smooth & Silky Shaver is the No. 1 selling women's electric shaver in North America. The rechargeable shaver is fully immersible for use in or out of the shower and includes a bonus detail trimmer for the face. It retails for a suggested retail price of \$40 and is available at retailers nationwide.

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.

About Together for Kids

Together for Kids (<http://www.togetherforkids.org>) is a national alliance of children's hospitals and other hospitals serving children, dedicated to building a healthier future for America's kids. The organization provides an urgently needed national fundraising mechanism for its member hospitals, helping them care for seriously ill children and tackle the toughest health issues facing all kids, with a focus on childhood obesity and injury prevention.