



Spectrum Brands' Rayovac(R) Division Crowned by Prestigious Queen's Award for Second Consecutive Year

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Rayovac(R) Honored by the Queen of England, Receiving Enterprise Award in International Trade

MADISON, Wis., Apr 25, 2012 (BUSINESS WIRE) --Spectrum Brands Holdings, Inc. (NYSE: SPB), a diversified and global consumer products company with market-leading brands, announced today that its Rayovac(R) global battery division, which is the world's number-one selling hearing aid battery manufacturer, has been officially recognized by Her Majesty Queen Elizabeth II for the second consecutive year.

Rayovac, the world's longest-standing hearing aid battery manufacturer and only UK-based one, has received the Queen's Award for Enterprise in the International Trade category in the Queen's Diamond Jubilee year as a result of its continuous achievement within international markets for hearing aid batteries. In 2011, Rayovac received the royal seal of approval and was awarded the prestigious Queen's Award for Innovation for the development of its mercury free hearing aid battery range.

As the global market leader in hearing aid battery sales, Rayovac exports to countries across Europe, the Middle East, Africa and Asia-Pacific from its Washington, UK facility, a companion plant to its operations in Portage, Wisconsin. Demand for Rayovac's specialist products has grown continually over the six-year period recognized by the award, reaching an ever-increasing number of international markets.

"This is another feather in the cap for Rayovac and our team at the Washington facility," said Vince Armitage, Division Vice President, Rayovac Hearing Aid Batteries for Europe, the Middle East and Asia-Pacific. "To win the Queen's Award once is a major achievement, but to win two years in a row is a superb accolade.

"Demand for our products globally has been extremely positive, and we're looking forward to continuing our success," Armitage added.

Rayovac has developed and manufactured hearing aid batteries in Washington, UK for 30 years and in Portage for nearly 50 years, including the first zinc air hearing aid battery in 1982, and today Rayovac exports many millions of battery cells each year. Rayovac has worked closely with hearing aid producers and hard-of-hearing groups to improve the power, reliability and lifespan of batteries as manufacturers of hearing aids continue to add new digital features to their devices, which need more power.

Rayovac continues to invest in product development and new technology at both its Portage and Washington facilities, including new battery production lines recently added at both locations.

"The hearing aid battery market will continue to increase steadily, driven by a combination of factors such as aging populations, advances in hearing instrument technology and growth in emerging markets," said Randy Raymond, Vice President, Global Sales & Marketing, Rayovac Hearing Air Batteries. "Our leadership in technology, performance and reliability has enabled Rayovac to be the global market leader in zinc air hearing aid batteries. We remain committed to pushing back the boundaries of battery technology, as we have for more than several decades, to meet the increasing needs of hearing professionals and consumers worldwide."

About Spectrum Brands' Global Batteries Business

Spectrum Brands Holdings' batteries business spans the globe, from North America to Europe and Latin America where the Company is among the top one, two or three suppliers in each region. In Central Europe, the premium-positioned VARTA(R) is the second-largest alkaline battery brand. In North America, Rayovac(R) is the number-three brand with a well-defined value proposition and growing share, and in Latin America, the Rayovac(R) brand dominates the battery market. The Company also is the leading global supplier of hearing aid batteries. Backed by a long history of bringing the latest innovations to the marketplace, our portfolio features a wide variety of consumer batteries, including alkaline, zinc carbon, hearing aid, rechargeable batteries and chargers. Rayovac(R) and VARTA(R) also market portable lighting products. Our state-of-the-art products offer more power for the money. For more information, visit www.rayovac.com and www.varta-consumer.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, Inc., a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, the Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac(R), Remington(R), VARTA(R), George Foreman(R), Black & Decker(R), Toastmaster(R), Farberware(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-in-1(R), FURminator(R), Littermaid(R), Spectracide(R), Cutter(R), Repel(R), Hot Shot(R) and Black Flag(R). Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 130 countries. Spectrum Brands Holdings generated net sales of approximately \$3.2 billion in fiscal 2011. For more information, visit www.spectrumbrands.com.

SOURCE: Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, Inc.
Dave Prichard, 608.278.6141