

Spectrum Brands

Remington® Celebrates 75 Years of Shaving

12/17/12

Trusted, Global Personal Care Brand Recognized for Pioneering Technology Innovation, Highest Quality, Affordability and Style-Setting

MADISON, Wis.--(BUSINESS WIRE)--Dec. 17, 2012-- With a demonstrated commitment to helping men get ready since 1937, Remington® today launches a celebration of its 75th anniversary as an enduring, widely trusted personal care brand that has consistently advanced technology and style trends in shave and groom products for men and blazed a trail of expertise and product superiority known around the world.

A division of Spectrum Brands Holdings, Inc. (NYSE: SPB), Remington® is inviting consumers to join in the celebration of its shaving heritage, highlighted by a week-long offering of outstanding product discounts starting today and a special day of product giveaways on December 19 on RemingtonReady's Facebook page. Remington's rich and colorful history can be seen at www.remingtonproducts.com/75anniversary.

Men's shaving has come a long way since its humble beginnings in 1937 when Remington® launched its first electric shaver, the Model E. With a unique turn-wheel, start-induction motor, the Model E quickly placed Remington® at the pinnacle of razor technology. Shortly after came the introduction of Remington's first multi-head shaver, the Dual, in 1940 and the first cordless shaver, the Lektronic, in 1960.

Remington's latest and most popular shaving ranges are the R and F series, an advanced collection of rotary and foil shavers featuring unique Pivot & Flex technology, engineered for extreme precision and an ultra-comfortable shaving experience.

Remington® has an established position at the cutting edge of technology, creating superior products through the decades that help give men confidence to be ready for anything – from the clean-cut look of the 1950s, to the sideburns of the 1970s, and to the designer stubble of today's modern man. Remington's 75-year expertise in shaving is testament to a brand dedicated to quality, innovation and style.

About Remington

Remington® is "How the World Gets Ready." A global leader and manufacturer of men's and women's grooming and styling products, Remington® is an innovator of affordable hair care, electric shavers, wet shavers, wet shave products, and body groomers and trimmers, and a subsidiary of Spectrum Brands Holdings. For more information, visit www.remingtonproducts.com and [Facebook.com/RemingtonReady](https://www.facebook.com/RemingtonReady). Follow Remington® on Twitter at @RemReadyMan.

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®, Remington®, Varta®, George Foreman®, Black & Decker®, Toastmaster®, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot® and Black Flag®. Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 140 countries. Spectrum Brands Holdings generated net sales of approximately \$3.25 billion in fiscal 2012. For more information, visit www.spectrumbrands.com.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20121217005077/en/>

Source: Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, Inc.
Dave Prichard, 608.278.6141