



Introducing the George Foreman® Grills Weight Loss Challenge and Announcing Spokesperson and Food Network Personality Gina Neely, Who Lost 20lbs in 12 Weeks and Looks Like a Knock-out!

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MADISON, Wis., Feb. 6, 2013 /PRNewswire/ -- George Foreman Grills, the #1 brand in electric grills, has partnered with Gina Neely, Food Network chef, cookbook author and personality of "Down Home with the Neelys" to launch the "George Foreman Grills Weight Loss Challenge" – the brand's first ever weight loss program. Brand spokesperson Gina Neely recently took the challenge and lost 20lbs and 12 inches in just 12 weeks. Whether aiming to lose five pounds or fifty, the free 12-week program can help anyone achieve their weight loss goals.

(Photo: <http://photos.prnewswire.com/prnh/20130206/NY54069>)

"Prior to taking the George Foreman Grills Weight Loss Challenge, I wasn't in my best shape because, like many women, I was busy concentrating on career and family. Even as a chef, I found it hard to make time to eat right and live a balanced life," said Gina Neely. "The George Foreman Grills Weight Loss Challenge is easy to follow because it provides a variety of balanced and nutritious, tasty meals. Now I feel great and look great, and anyone can take the challenge, change their lifestyle and get fabulous results like I did."

The George Foreman Grills Weight Loss Challenge is a safe weight-loss approach that was developed by the brand with Registered Dietitian and Certified Personal Trainer, Sarah Berndt. Sarah is an expert in building everyday weight loss plans as co-owner of Hybrid Fitness and Fit Fresh Cuisine in Madison, Wisconsin. The all-inclusive George Foreman Grills Weight Loss program provides balanced meals and snacks including mouth-watering recipes that were developed for the George Foreman Grill. It also includes strength and cardio workouts as well as a calorie calculator, grocery shopping cheat sheet, food tracker, and restaurant guide. In addition to the meal plans, Gina Neely shares her 500 calories or less recipes created especially for the grill including Southern BBQ Turkey Sliders and Mango-Peach Lettuce Wraps. In addition, consumers can access her tips for weight loss success and enter to win \$2,500 by signing up at www.georgeforemancooking.com/Challenge.aspx.

"With obesity on the rise for nearly all adult Americans, George Foreman Grills is thrilled to launch this weight loss challenge designed to knock out the fat by creating nutritious and tasty meals made on the grill. The user-friendly plan will help consumers to make a simple change in their diet to lead and maintain a more balanced lifestyle," said Andy Van Wie, Vice President, North America Home Appliances Sales & Marketing, Spectrum Brands. "We are thrilled that Gina Neely has completed her 12-week weight loss journey and will be working on behalf of George Foreman Grills to help others achieve their weight loss goals."

Participants can sign up for the challenge at www.georgeforemancooking.com/Challenge.aspx starting January 31st until March 3rd for the next 12-week challenge starting on March 4th. To enter and receive the weight loss kit, contestants must submit their email address and accept the rules. To best track weight loss, it is suggested that contestants submit their before weight, photo and weight loss goal. After completing the 12-week plan, users can enter total pounds lost and a short essay on the experience for a chance to win \$2,500 payable by check and a \$500 credit for product from Whole Health; a runner up will receive \$1,000 and a \$500 credit for product from Whole Health.

For complete details, official rules and to complete an entry form, visit www.georgeforemancooking.com/Challenge.aspx. The George Foreman Grills Weight Loss Challenge is open to residents of the US, DC and Canada (excluding residents of the province of Quebec) 18 years, or age of majority in state or province of residence, or older. Use of a George Foreman Grill is required. Void where prohibited or restricted by law.

Find George Foreman Grills on [Facebook](https://www.facebook.com/georgeforemangrills) and visit www.georgeforemancooking.com/Challenge.aspx for more information, tips, recipes and promotions.

About George Foreman

George Foreman® is a global leader and manufacturer of electric grills. Committed to developing innovative products that provide great-tasting food, George Foreman strives to make foods faster and more convenient and is a subsidiary of Spectrum Brands Holdings. For more information about George Foreman, visit www.georgeforemancooking.com or become a fan of George Foreman Cooking on Facebook.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister™, 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' 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. On a pro forma basis following the Company's

December 2012 acquisition of the Hardware & Home Improvement Group (HHI) from Stanley Black & Decker, Spectrum Brands had net sales of more than \$4 billion for fiscal 2012. For more information, visit www.spectrumbrands.com.

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