



Spectrum Brands' Rayovac Division To Unveil Family of Portable Power Chargers at the 2013 Consumer Electronics Show Unveiled NEW YORK

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Rayovac Provides Consumers with Innovative, Affordable and Accessible Technology with New Rechargeable Product Line

Middleton, WI, November 8, 2013 – (BUSINESS WIRE) – Rayovac®, a worldwide leader in battery power and innovation and a division of Spectrum Brands Holdings, Inc. (NYSE: SPB), will unveil its strongest line-up of portable mobile charging devices at CES Unveiled NEW YORK. Rayovac's new offerings, which are redefining the mobile charging device category, include the 7 Hour Power Recharge mobile device charger, the Phone Boost 800 mobile device charger, Power Packs and Car and Wall USB Power Chargers, each providing users with a new level of power and performance.

The new Rayovac products feature sleeker, smaller designs, making each device the perfect size to store in purses, briefcases and backpacks. These products include many features including enhanced portability and the capacity to be used over and over again. The incorporation of rechargeable batteries allows users to purchase a more cost-effective device that will provide them with peace of mind all day long.

"Consumers today are relying on mobile devices in almost every aspect of their lives," said Harrison Smiddy, Senior Director of Marketing at Rayovac. "Rayovac has developed a line of rechargeable portable devices that have been designed to help consumers stay connected at all times via their most important devices. We are very excited to have the opportunity to showcase our latest advancements to a global audience here at the Consumer Electronics Show."

7 Hours of Rechargeable and Reusable Power

With the unlimited capabilities of today's handheld devices, it has become increasingly challenging to keep those devices up and running all day long. Rayovac's 7 Hour Power Recharge mobile device charger provides phones and other electronic devices with a full charge without the use of outlets or electricity. The 7 Hour Power Recharge device is powered by four Rayovac AA batteries of any cell chemistry, providing instant, outlet-free power to any mobile phone or USB compatible device. An LED battery gauge indicates the charge and discharge status of the device and after 30 seconds of inactivity the device will automatically turn off to save battery power. The 7 Hour Power Recharge mobile device charger has an MSRP of \$18.99.

Give Your Phone a Boost with 2 Hours of Talk Time

Rayovac's Phone Boost 800 mobile device charger offers superior power and performance providing instant power for Micro USB, Apple 30-pin and Apple Lightning devices. The charger, which can be attached to a ring of keys, utilizes a lithium ion rechargeable battery that holds 800mAh of power to recharge a mobile phone for two hours of additional talk time. The Phone Boost 800 can be recharged and used over and over again to power cell phones, smart phones, digital cameras, portable gaming devices and MP3 players. The Phone Boost 800 mobile charging device has an MSRP of \$14.99 (micro USB), \$16.99 (Apple 30-pin), and \$24.99 (Apple Lightning).

Power Up Your Electronic Devices

Rayovac's Power Packs are sleek and small and have been designed with the utmost functionality in mind. The 2000mAh power pack has enough capacity to give your smart phone a full charge. Not enough? Upgrade to the 6000mAh power pack and be set to charge your smart phone three full times. Easily storable, the rugged, durable and water resistant power packs can recharge mobile devices in any situation and can be recharged. Similar to Rayovac's other improved mobile charging devices, the power packs include an LED battery gauge indicator that displays a charge and discharge status. Rayovac's Power Packs have an MSRP of \$29.99 (2000mAh) and \$49.99 (6000mAh).

Double Up On Power in the Car and At Home

Powering a device at home or in the car has never been easier than with Rayovac's Car and Wall USB Power Chargers. Rayovac's Car and Wall USB chargers have been designed with dual USB ports, making it possible to charge two devices simultaneously, including tablets. Providing travelers with fully-charged electronic devices to make emergency situations worry-free, these compact and powerful dual USB chargers have a maximum output of 3.4A and are compatible with all USB cables, including Apple 30-pin, Apple lightning, Micro USB and mini USB cables. Rayovac's Car and Wall USB Power Chargers have an MSRP of \$14.99.

About Rayovac

Rayovac is a worldwide leader in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to advanced green rechargeable technology to the world's top-selling, longest lasting mercury free hearing aid battery, Rayovac's state-of-the-art products offer more power for the money. The company also manufactures a wide selection of high-quality flashlights. For more information, visit www.rayovac.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), 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®, Varta®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister®, Remington®, 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 our 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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