



Spectrum Brands Holdings Spotlights New Innovative Home Appliance And Personal Care Products At The 2014 International Home + Housewares Show

March 5, 2014

Black + Decker™, George Foreman® and Remington® to Introduce Breakthrough Technologies

MIDDLETON, Wis., March 5, 2014 /PRNewswire/ -- Spectrum Brands Holdings, Inc. (NYSE: SPB) will showcase new product launches featuring advanced technologies and key innovations from Black + Decker™, George Foreman® and Remington® at the 2014 International Home + Housewares Show. During the show, Black + Decker™ Home Appliances, the #1 brand in small kitchen appliances*, will unveil a new brand identity that reflects its developing brand personality. Show attendees can visit the Spectrum booth #L11331 Lakeside to see all the exciting product developments from March 15-18 at the McCormick Place Exposition Center in Chicago.

Black + Decker™, one of the most trusted brands for over 100 years, will bring a fresh look to this year's show revealing advances across all categories; coffee makers, food preparation, cooking and garment care. The new brand identity will build on the brand's heritage of delivering honest, intuitive, and thoughtful products that empower consumers to transform their house into a home. Over the next two years, a new corporate logo will appear across all consumer touch points, including websites, social sites and printed materials including packaging.

The Black + Decker™ brand will be launching a series of new and innovative products. Built around consumers' desire for a great tasting, hot cup of coffee, the new EvenStream™ Showerhead Technology will provide faster to optimal brew temperature for a richer extraction. Also debuting will be the new FusionBlade™ blenders, providing enhanced blending that creates smoother smoothies, velvet-like purees and protein-packed power drinks.

George Foreman® will continue to elevate marketing efforts with the tagline "lose the fat, not the taste" showcasing new grill models featuring the brand's patented fat-removing design. The new 5-Minute Burger™ Grill toasts buns and cooks burgers at the same time in less than five minutes. Furthermore, the innovative EVOLVE™ Digital Searing Ceramic Grill has advanced ceramic plates with the highest temperature available for an indoor grill.

Remington® will display new technologies across its portfolio. On the Men's Personal Care side, the HYPERSeries shavers will be showcased, along with the new Lithium Power shaving and grooming tools and the Virtually Indestructible Barbershop Clipper. In hair tools, the new Ultimate Stylist collection will be featured, as well as the new T-Studio Silk Ceramic Multi-Style Wand and Anti-Frizz Irons, along with new items in the Hair Accessories and Ladies Hair Removal categories.

"Spectrum Brands is delighted to attend the 2014 International Home + Housewares Show, showcasing the roll out of the new Black + Decker™ brand identity as well as new offerings across the home appliance and personal care categories from Black + Decker™, George Foreman® and Remington®," said Steven Fraundorfer, Senior Vice President and General Manager – Global Appliances. "We're proud to be a leader in the industry and plan to continue to provide our customers with advanced technologies in our products at affordable prices."

For further information contact, Stephanie Holtz, sholtz@shop-pr.com for Black + Decker™ and George Foreman® or Melanie Maiman, melanie@shop-pr.com for Remington®.

*Source: NPD Consumer Tracking Service U.S.: Units, 12M ending December 2013.

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. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.1 billion in fiscal 2013. For more information, visit www.spectrumbrands.com.

SOURCE Spectrum Brands Holdings, Inc.

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