



Kwikset® to Sponsor Richard Childress Racing Driver Ryan Newman for 2014 Kansas NASCAR Sprint Cup Series Race

March 18, 2014

Kwikset continues to see value in reaching passionate racing fan base and extends their partnership with RCR for another season

LAKE FOREST, Calif. (March 18, 2014) – Kwikset®, a leading brand of the Hardware and Home Improvement (HHI) division of Spectrum Brands Holdings (NYSE:SPB), continues to engage with consumers through strategic partnerships by sponsoring Richard Childress Racing and driver Ryan Newman during the 2014 NASCAR Sprint Cup Series Season. As part of the partnership, Kwikset will be the primary sponsor and paint scheme for Newman's car during the NASCAR Sprint Cup Series Kansas Race in Kansas City on May 10, and will have its logo on Newman's No. 31 car for every race during the 2014 Sprint Cup Series in an associate capacity.

"Kwikset is continuously investing in ways to connect with current and potential customers, and our ongoing partnership with RCR has been a valuable way to engage with this core audience in their daily lives," said Greg Gluchowski, president, HHI. "Our partnership with RCR and Ryan Newman gives us the opportunity to showcase our passion for safety and innovation and connect with the massive NASCAR audience this season."

As a leader in innovation and home security, the company views NASCAR as a sport that aligns with its values and serves as a natural way to reach its passionate fan base. Kwikset had a similar partnership with RCR in 2013. This is the first year Kwikset will work with Newman, who is one of the sport's top veterans.

"We view Kwikset as a great partner and we look forward to working with them to help spread their safety and innovation message," said Richard Childress, president and CEO of RCR. "Kwikset has shown they are strongly committed to NASCAR and we're thrilled we are teaming up with them again this season."

Newman, nicknamed "Rocket Man," has had an incredibly successful NASCAR career. In his 15-year career, he has 17 victories, more than 185 top-10s, and was named NASCAR Sprint Cup Series Rookie of the Year in 2002 and Driver of the Year in 2003. He won the Daytona 500 at Daytona International Speedway in 2008, the Brickyard 400 at Indianapolis Motor Speedway in 2013, and has finished a career best of sixth in the final NASCAR Sprint Cup Series standings three times.

"Safety is important in all aspects of my life, so the partnership with Kwikset made perfect sense for our team," said Newman. "I'm excited to have their logo on my car this year and look forward to educating fans about innovations in security on and off the track."

For more information on this partnership, please contact Stefen Lovelace at 410-821-8220 or visit www.kwiksetpresskit.com.

About Kwikset

Hardware and Home Improvement (HHI) is a major manufacturer and supplier of residential locksets, residential builders' hardware and faucets with a portfolio of renowned brands, including Kwikset®, Weiser®, Baldwin®, National Hardware®, Stanley®, FANAL®, Pfister™ and EZSET®. HHI is a leader in its key markets with #1 positions in U.S. residential locksets (Kwikset), Canada residential locksets (Weiser), U.S. luxury locksets (Baldwin), and U.S. builders' hardware (Stanley-National Hardware), #2 in Mexico residential hardware (Fanal), and #3 in U.S. retail plumbing (Pfister). Headquartered in Orange County, California, HHI has a global sales force and operates manufacturing and distribution facilities in the U.S., Canada, Mexico and Asia. To learn more about Kwikset, visit www.Kwikset.com.

About Spectrum Brands

HHI is a division of Spectrum Brands Holdings, Inc. (NYSE: SPB). Spectrum Brands is a global, diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware and 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. Spectrum Brands employs approximately 13,500 employees worldwide and sells to the top 25 global retailers with products in more than one million stores.

About Richard Childress Racing

Richard Childress Racing (<http://www.rcrracing.com/>) has earned more than 200 victories and 15 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series. Its 2014 Sprint Cup Series lineup includes two-time NASCAR champion Austin Dillon (No. 3 Dow/Cheerios Chevrolet), 2011 Brickyard 400 champion Paul Menard (No. 27 Menards Chevrolet) and 2008 Daytona 500 champion Ryan Newman (No. 31 Caterpillar/Quicken Loans/WIX Filters Chevrolet). Its Nationwide Series program includes Brian Scott (No. 2 Shore Lodge Chevrolet), 2012 Camping World Truck Series rookie of the year Ty Dillon (No. 3 Bass Pro Shops/WESCO/Yuengling Light Lager Chevrolet), Brendan Gaughan (No. 62 South Point Hotel and Casino Chevrolet) and a multi-driver lineup with the No. 33 Menards Chevrolet team.