



Light Up Your Life: Rayovac Expands Family of Virtually Indestructible Lights

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Spectrum Brands' Rayovac® Division Introduces the Virtually Indestructible Sportsman Spotlight and Virtually Indestructible Sportsman Lantern

MIDDLETON, Wis.--(BUSINESS WIRE)--Mar. 19, 2014-- Spectrum Brands Holdings, Inc. (NYSE:SPB), a global consumer products company with market-leading brands, announced today that its Rayovac® battery division has added two new products to its family of Virtually Indestructible Lights. Celebrating 100 years as a leading brand in the portable lighting marketplace, Rayovac has broadened its reach within the outdoor market and has enhanced its current series with the introduction of the Virtually Indestructible Sportsman™ Spotlight and the Virtually Indestructible Sportsman™ Lantern.



Rayovac Virtually Indestructible Sportsman Spotlight (Photo: Business Wire)

warranty, Rayovac's Virtually Indestructible Spotlight has an MSRP of \$39.99.

The **Virtually Indestructible Sportsman™ Lantern** is the perfect companion for the outdoor enthusiast. The 400 Lumen High Performance LED can be placed into three light modes: high, medium or low. Running on three D alkaline batteries, this lantern has up to a 280 hour battery runtime, providing a long-lasting and reliable source of light for any outdoor application. The compact design and convenient handle allows for easy use while the shatterproof lens and reflector make this product virtually indestructible. Complete with a lifetime warranty, Rayovac's Virtually Indestructible Lantern has an MSRP of \$29.99.

"What sets Rayovac's Lighting series apart from similar products is the value, coupled with the high level of lumens achieved by each light. Additionally, the virtual indestructibility of these products makes Rayovac a top player in this market," said Smiddy. "Most competitors claim drop-tests of 3 feet for their flashlights. But Rayovac has achieved virtual indestructibility by drop-testing these lights up to 30 feet, making them rugged, durable and long-lasting products."

Rayovac's Virtually Indestructible Lighting series includes flashlights, headlights, lanterns and spotlights in both a Sportsman™ line and an Industrial Grade line.

Boasting innovative designs and technologies, each new product in Rayovac's line achieves consumers' three most-wanted attributes: brightness, durability and value. Rugged and durable, these lights are water resistant and achieve extreme brightness up to 500 lumens. Complete with a lifetime warranty, Rayovac's Virtually Indestructible Spotlight and Lantern have been tested to withstand drops of up to 15 feet.

"We're proud to offer our customers a broadened family of products they can rely on," said Harrison Smiddy, Senior Director of Global Product Marketing at Rayovac. "The addition of the Lantern and Spotlight to Rayovac's Virtually Indestructible lighting series makes the product line even more dynamic, outputting more lumens and offering more applications for outdoor activities. The virtually indestructible design of these lights provides consumers with a long-term solution."

The **Virtually Indestructible Sportsman™ Spotlights** a must-have for activities like camping, hiking, fishing and hunting. The multi-use lighting device offers three light modes -- high, medium or low -- and provides 500 lumens. Completely submersible, the virtually indestructible spotlight can be submerged into one meter of water and remain waterproof for up to 30 minutes. The spotlight comes with six AA alkaline batteries, which provide a 10 hour runtime so it will keep up with users, no matter what the application. Complete with a lifetime

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, 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 \$4.1 billion in fiscal 2013. For more information, visit www.spectrumbrands.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140319005025/en/>

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