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## **Rayovac Launches Family of Affordable Portable Power Chargers at CES 2014**

*CES Innovations Design and Engineering Award Honoree Provides Consumers with Affordable and Accessible Technology*

Middleton, WI, December 20, 2013 – Rayovac®, a worldwide leader in battery power and innovation and a division of Spectrum Brands Holdings, Inc. (NYSE: SPB), will showcase its new line of affordable portable mobile charging devices at the 2014 Consumer Electronics Show (CES) in Las Vegas from January 7-10, 2014. Rayovac's new offerings are the company's strongest lineup of Portable Power products to date and are redefining the mobile charging device category.

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 provide users with a new level of power and performance.

"Rayovac has a rich history of delivering affordable and accessible innovations to the consumer electronics market," said Harrison Smiddy, Senior Director of Marketing at Rayovac. "Our new portable mobile charging devices are setting the bar for a new wave in affordable portable power products and we are very excited to have the opportunity to showcase our latest advancements to a global audience at the Consumer Electronics Show."

At CES, Rayovac will demonstrate how people can stay connected through the use of sleeker, smaller devices that are not only portable, but also have the capability to be recharged. Each of these new offerings and technologies, including several new rechargeable devices, highlight how Rayovac products are shaping a new connected lifestyle.

### **7 Hours of Rechargeable and Reusable Power**

With the unlimited capabilities of today's handheld devices, it has become increasingly challenging to keep devices up and running all day long. Rayovac's 7 Hour Power Recharge mobile device charger provides phones with a full charge without the use of outlets or electricity. The 7 Hour Power



Recharge is powered by four AA batteries of any cell chemistry, providing instant, outlet-free power to any mobile phone and other USB powered devices. Use alkaline batteries that have a 10-year shelf life, or rechargeable batteries that can be used over and over. 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 \$19.99.

### **Give Your Phone a Boost with 150 Minutes of Talk Time**

Rayovac's Phone Boost 800 mobile device charger offers robust 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 150 minutes of additional talk time. The Phone Boost 800 can be recharged and used over and over again to power mobile phones, digital cameras, portable gaming devices, MP3 players, and more. The Phone Boost 800 mobile charging device has an MSRP of \$19.99 (micro USB), \$19.99 (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 up to a full charge. Not enough? Upgrade to the 6000mAh power pack and be set to charge your smart phone up to 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 the 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 one or more devices 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 Lightning™, Apple 30-pin, Micro USB and Mini USB cables. Rayovac's Car and Wall USB Power Chargers have an MSRP of \$14.99.



Rayovac will showcase its latest products at the 2014 International CES in Las Vegas, Titian #2204. To schedule a media interview and see the latest products from Rayovac, please contact Katie Timinsky, [ktiminsky@gibbs-soell.com](mailto:ktiminsky@gibbs-soell.com) or Gabby Szewcow, [gszewcow@gibbs-soell.com](mailto:gszewcow@gibbs-soell.com) prior to January 7, 2014.

### **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](http://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 \$4.1 billion in fiscal 2013. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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