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Remington® Launches “Ratings and Reviews” System to Engage Consumers

Global Personal Care Leader Provides a Platform for Opinion Sharing

April 1, 2011 – Madison, WI – Remington wants to hear from you. Through a partnership with Bazaarvoice, the personal care leader launched an interactive “Ratings and Reviews” section within their e-commerce website encouraging consumers to share personal opinions, knowledge and experiences with Remington products via written reviews, photos and videos; uploading photos and videos will allow potential purchasers to see the end styling or grooming look that each product is meant to achieve. Visitors to the site are encouraged to share with their peers, enabling others to find styling and grooming solutions that are the right fit and ultimately allowing them to make more confident and successful purchase decisions.

Christine Kuske Riese, Division VP, Marketing for Remington, believes this system will provide a platform for their tech-savvy consumers to not only share, but show as well. “We’re always looking for new ways to harness the knowledge and expertise of our style conscious consumers and use it to enhance the Remington experience. Our interactive “Ratings and Reviews” system provides immediate, authentic answers to questions our shoppers might have, helping them purchase the best possible product to address their individual personal care needs.”

To show appreciation for those who share their opinion on the site, Remington is selecting 100 random reviewers in the month of April to receive a limited edition Remington hairbrush, and one lucky winner to receive a grand prize basket of Remington products valued at \$250. Enter to win by going to www.Remingtonproducts.com, find the product page and click “write a review.”

About Remington

Remington® is “How the World Gets Ready.” The company is a global leader and innovator of affordable hair care, electric shavers, and body groomers, and is a subsidiary of Spectrum Brands Holdings. For more information about Remington, visit www.remingtonproducts.com or become a fan of [Remington Red Chair Ready](#) and [Remington Hair Care & Grooming on Facebook](#).

About Spectrum Brands Holdings

Spectrum Brands Holdings is a global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting.

About Bazaarvoice

Bazaarvoice's Software as a Service (SaaS) [social commerce](#) solutions have served more than 160 billion pieces of customer-generated content on more than 1000 brand web sites like [Best Buy](#), [Blue Shield of California](#), [Costco](#), [Dell](#), [Macy's](#), [P&G](#), [Panasonic](#), [QVC](#), and [USAA](#) in 36 countries. The company connects organizations to their influencers through a unique network that reaches hundreds of millions of consumers around the globe, enabling authentic customer-powered marketing. Through syndication, analytics, partnerships, and consulting, Bazaarvoice brings the voice of the customer to the center of their clients' business strategy, proving "social" can drive measured revenue growth and cost savings for manufacturing, retail, travel, and financial services companies. Headquartered in Austin, the company has offices in Amsterdam, Düsseldorf, London, Paris, Singapore, and Sydney. For more information and access to client success stories, visit www.bazaarvoice.com, read the blog at www.bazaarvoice.com/blog, and follow on Twitter at www.twitter.com/bazaarvoice.