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New Stats Prove Remington is How the World Gets Ready

Brand Claims Top Spots in the Haircare Category

#1 in Hair Straighteners and #2 in Hair Appliances

January 20, 2010 (Madison, WI) – Remington Products, a division of Spectrum Brands, was the fastest growing hair care brand and #1 hair straightener brand in food, drug and mass-market retail outlets in both dollars and units in the U.S. market for the fourth fiscal quarter of 2010, according to Nielsen. Gaining 11 share points, Remington bested industry competitors including Conair, CHI and Revlon. Remington was also the #2 hair appliance brand in food, drug and mass-market retail outlets, showing the fastest growth in the hair dryer category in both dollars and units in the U.S. market (Q4 2010).*

Drew Fiorenza, Vice President of North American Sales and Marketing at Remington, says to expect more good things to come from Remington in 2011. “We’re committed to staying on the top of our industry by continuing to innovate and offer our consumers top quality personal care products at an affordable value. We’ll do that with the help of our research and development team, and by launching innovative hairstyling, shaving and grooming tools that help the world get ready.”

Christine Kuske Riese, Division VP, Marketing for Remington says, “We’re 100% focused on knowing our consumers’ wants and needs, and providing them with stylish solutions. Remington aims to infuse fun into grooming and styling, while setting industry trends with breakthrough, award-winning products.”

For more information, visit remingtonproducts.com, and their Facebook page Remington Hair Care & Grooming for promotions, coupon codes and trend-reporting.

About Remington

Remington is a global leader and innovator of affordable hair dryers, flat irons/straighteners, rotary and foil electric shavers, personal groomers, moustache and beard groomers, and haircut kits, and is a division of Spectrum Brands Holdings, Inc. For more information about Remington, visit www.Remingtonproducts.com or become a fan of Remington Hair Care & Grooming on Facebook.

About Spectrum Brands

Spectrum Brands Holdings, Inc. is a global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, included in its portfolio of widely trusted brands are Rayovac(R), Remington®(R), Varta(R), George Foreman(R), Black&Decker Home(R), Toastmaster(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-in-1(R), Littermaid(R), Spectracide(R), Cutter(R), Repel(R), and HotShot(R).Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Spectrum Brands Holdings' businesses generate annual revenue from continuing operations in excess of \$3 billion.

*Source: Nielsen FDM 12/25