Media Release
November 1, 2010

KING OF SHAVES TO PARTNER WITH REMINGTON DIVISION OF SPECTRUM BRANDS IN USA

An agreement has been signed between The King of Shaves Company Ltd. and Spectrum Brands Holdings, Inc., owner of Remington branded electrical shaving, grooming and styling products, which will expand the US and Canadian distribution for British shaving brand, King of Shaves.

With the new multi-year agreement, Spectrum's Remington Division, a global leader in personal care items, will join forces with the UK's King of Shaves to launch the Remington King of Shaves Azor® system razor into the American market. Spectrum will also distribute King of Shaves branded men's grooming products. Spectrum currently has distribution in major mass and drug store retailers across the US, as well as in all regional retailers and department stores, and they will launch King of Shaves in the spring of 2011.

The Remington brand, owned by the publicly quoted US$3Bn Spectrum Brands Holdings, Inc., is a market leader in its sector of electrical men's & women's grooming and styling products, and trades with all major US retailers as well as commanding a powerful international presence.

Founded in 1993 by British entrepreneur Will King, King of Shaves is regarded as one of the world's coolest and most innovative wet shaving & men's grooming brands and now boasts retail sales cUS$40m. According to IRI Infoscan, the King of Shaves Azor® system razor was the 3rd best selling manual system razor handle in the 12 months to 4th September 2010* (*IRI Infoscan)

Drew Fiorenza, Vice President for Spectrum's Remington Division said: "We are looking forward to a great partnership with King of Shaves. Teaming the very trendy wet shave brand they've created in the UK with the Remington brand's long-standing heritage and reputation in the US is certain to result in success for everyone. We're happy to deliver King of Shaves to US consumers, and we are confident they'll love it."

Will King, Founder & CEO of The King of Shaves Company Ltd. said: "Partnering with the Remington brand in the US market is a pivotal moment for our company and brand. We have delivered hundreds of millions of shaves via our award winning products, loved by millions of men and women, and now we have a highly regarded US brand partner who can truly leverage our products providing real sales penetration and brand awareness for us in the key US market."

About King of Shaves

King of Shaves is a range of innovative and performance shaving products for men and women. Since Will King created the Original Shaving Oil in 1993, King of Shaves has grown to become the number two 'shaving software' brand in the UK, and is the fastest growing brand in its market place. A King of Shaves product is sold every seven seconds in the UK. Visit the King of Shaves website www.thekingofshavescompany.com & www.shave.com/Azor

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.

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