



Remington® introduces a revolutionary cutting system for its closest one-pass shave ever!

February 4, 2015

Groundbreaking Technology Combines the Closeness of a Foil and Mobility of a Rotary Razor

Middleton, WI, Wednesday, February 4th 2015 – Make this Valentine's Day holiday one to remember for the special man in your life. Whether it's your dad, son, spouse or just one lucky man – each will appreciate the new Remington® SmartEdge™ Foil Shaver. This groundbreaking shaving system combines the closeness of a foil and mobility of a rotary to create one-of-a-kind ActiveHybrid™ technology, exclusive to Remington®! Additionally, LiftLogic™ a hair lifting multi-directional foil pattern, and flexing heads allow for Remington's closest one-pass shave ever. The SmartEdge™ provides the performance your guy needs to look his best for those moments in life that truly matter.

"While trends in facial hair come and go, any man shaving or grooming is looking for comfort and control" said Dann Provolo, Vice President of Product Marketing-Appliances at Spectrum Brands. "The introduction of this new ActiveHybrid™ technology offers discerning men a whole new experience in shaving."

The SmartEdge™ Foil Shaver is yet another innovative product from Remington, the brand that has delivered shaving solutions for more than 75 years. Part of Remington's Hyper Series-the SmartEdge™ is driven by a lithium battery to ensure reliable power through the entire experience and wetTech™ allows for the freedom to shave dry or wet in the shower and with a shaving gel or foam.

The SmartEdge™ Foil Shaver is available nationwide starting in February with suggested retail of \$129.99.

About Remington®

Remington® is "How the World Gets Ready." A leading global provider of men's and women's grooming and styling products, Remington® is an innovator of affordable hair care appliances, hair accessories, electric shavers, and body groomers and trimmers. Remington® also is a leader in the global market for aesthetic dermatology products and hair removal. For more information, visit www.remingtonproducts.com and [Facebook.com/RemingtonForMen](https://www.facebook.com/RemingtonForMen). Follow Remington® on Twitter at @Rem4Men. Remington is a division of Spectrum Brands Holdings, Inc. (NYSE: SPB).

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®, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Healthy-Hide®, Digest-eeze™, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Spectrum Brands Holdings generated net sales of approximately \$4.43 billion in fiscal 2014. For more information, visit www.spectrumbrands.com.

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