



## Spectrum Brands, Inc. - Pet, Home & Garden Division Announces Its Participation at the 2016 Global Pet Expo

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ST. LOUIS, March 15, 2016 /PRNewswire/ -- Spectrum Brands, Inc. – Pet, Home & Garden Division is pleased to feature its aquatic and companion animal offerings such as Tetra® fishkeeping products and FURminator® grooming solutions at the upcoming 2016 Global Pet Expo, the pet industry's largest trade show, from March 16-18 in Orlando, FL.

As the world market leader in the aquatics industry, the Tetra brand has been long-recognized by consumers for its innovative, quality product lines. This year, participation in the annual expo marks a special occasion in the brand's 60+ year history, as visitors to the Spectrum Brands, Inc. – Pet, Home & Garden Division booth (#1419) will be able to engage and explore in a new type of brand experience with the leading experts in the fishkeeping category.

Tetra brand sets a high bar of standards among its competitors and is often recognized for its advanced contributions within the industry. Attendees to the booth can expect to celebrate the brand's latest accomplishments and honors, as it was recently named the "Brand of the Century – Stars 2016" by German-based publishing house Deutsche Standards. Issued every three years, the publication recognizes the premier class of German brands with exemplary histories.

New, cutting-edge products will be on full display from all of the aquatic brands during the event. Guaranteed to delight and enhance a consumer's aquatic experience, these products include:

- **Tetra® My Aquarium™ App**– Combining technology and nature, this groundbreaking app allows fish owners to monitor their aquariums like never before.
- **Tetrafauna® ReptoMin® PRO** – New premium Lifestage nutrition for baby, juvenile and adult aquatic turtles. Includes innovative, digestible Odor-Blocking technology that helps maintain a more healthy environment.
- **Marineland® MagniFlow™**– Offering minimal maintenance fuss, this canister filter makes multi-stage filtration faster, easier and better than ever, and is available in three sizes.
- **Marineland® Magnum® Polishing Internal Filter** – A re-imagined and versatile internal polishing canister filter that proves size doesn't matter.
- **GloFish® Décor** – Unique aquarium decorations, ornaments and lighting options give GloFish® fishkeepers unlimited ways to "Experience the Glo!®" every day.

In addition to discovering the latest products, retailers will have an opportunity to travel inside a custom booth and take a sneak peek inside a new world—one that belongs to Gloria GloFish®! Attendees will be automatically transported into Gloria's universe. The experience will include an exclusive introduction to her never-before-released Tetra character friends, an exciting line of products to discover and an opportunity to learn more about Gloria GloFish® retailer support slated for 2016. New brand videos for Marineland® products and Instant Ocean® brand will also be featured.

In addition to aquarium offerings, Spectrum Brands, Inc. – Pet, Home & Garden Division has products geared for tail-wagging households. Retailers who visit the booth (#1419) can expect to learn more about the Digest-eeze™ brand, a premium product line created to address the need for easier-to-consume rawhide.

Spectrum Brands, Inc. – Pet, Home & Garden Division continues its efforts in leading the evolution of the pet category by recognizing the shift in consumer decision-making as it relates to pet health and wellness, and letting attendees explore a variety of other outstanding products for fish and furry friends. With Dingo® brand's patented meat and rawhide combinations, Healthy Hide® premium pet products, Nature's Miracle® cleaning solutions for combating pesky pet stains and odors, and the new FURminator® comfort edge tool designed to work with the contour of the pet's body, retailers won't leave the booth without a wealth of information.

As the pet industry's largest trade show, the Global Pet Expo will be held over three days at the Orange County Convention Center. Featuring the latest, most innovative pet products on the market today, the expo is open to independent retailers, distributors, mass-market buyers and other qualified professionals. For more information on the show, please visit <http://globalpetexpo.org/aboutgpe.asp>.

### **About Tetra® Brand**

*Driven by innovation for 60 years, Tetra® brand is the most recognizable and trusted name for fishkeeping, hobbyists and enthusiasts. Tetra equipment, environments, water care and nutrition, such as TetraMin®, EasyBalance®, AquaSafe®, SafeStart™ and the revolutionary Whisper® filtration, are the most widely used in the industry. Tetra products are produced by Spectrum Brands – Pet, Home & Garden, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.tetra-fish.com](http://www.tetra-fish.com).*

### **About Marineland® Brand**

*Marineland® brand is the world's leading brand of innovative equipment and environments for consumers wishing to create the ultimate aquatic showcase. Committed to fishkeeping success for over 40 years, the brand is the professional's choice for commercial display systems and scientific research. Marineland products are produced by Spectrum Brands – Pet, Home & Garden, a leading supplier of products for the specialty pet supplies*

market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.marineland.com](http://www.marineland.com).

#### **About Tetrafauna® Brand**

Tetrafauna® brand is the world's leading brand of innovative nutrition, equipment and environments for consumers wishing to create the ultimate showcase for reptiles and amphibians. Tetrafauna products are produced by Spectrum Brands – Pet, Home & Garden, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.tetrafauna.com](http://www.tetrafauna.com).

#### **About GloFish® Brand**

GloFish® fluorescent fish are uniquely brilliant fish that add excitement to any home, office or classroom aquarium. GloFish are available in six stunning colors: Starfire Red®, Electric Green®, Sunburst Orange®, Cosmic Blue®, Galactic Purple® and Moonrise Pink®. The fish inherit their unique color directly from their parents and remain fluorescent throughout their lives. For more information, visit [www.glofish.com](http://www.glofish.com).

#### **About Instant Ocean® Brand**

Instant Ocean® brand is the world's most widely used aquarium salt and is accepted as the industry standard—the preferred choice of public aquariums and home aquarists. Its formula for success has been extensively proven by results at zoos, aquariums and marine adventure parks. Instant Ocean products are produced by Spectrum Brands – Pet, Home & Garden, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.instantocean.com](http://www.instantocean.com).

#### **About Digest-eeze™ Brand**

Digest-eeze™ brand provides the most advanced, highly digestible rawhide products your dog can enjoy throughout every stage of life. Your dog is sure to love Digest-eeze highly digestible rawhide chews. The brand offers tummy-friendly products that feature a breakthrough in rawhide technology and digests 60% faster than traditional rawhide. For more information, visit [www.salix-llc.com](http://www.salix-llc.com).

#### **About Dingo® Rawhide**

With an irresistible combination of real chicken and pork wrapped in premium rawhide, Dingo® brand's patented meat and rawhide combinations deliver healthy and delicious chews to inspire fun, flavor and happiness. This premium rawhide chew is available in a range of irresistibly tasty treats that dogs love. For more information, visit [www.dingobrand.com](http://www.dingobrand.com).

#### **About Healthy Hide® Brand**

Healthy Hide® brand offers a smorgasbord of premium pet products formulated from choice ingredients and processed under strict, food-grade guidelines. From triple-flavor chews, natural rawhide chews, dental chews, and skin and coat treats, there is a Healthy Hide product perfect for your furry friend. For more information, visit [www.salix-llc.com](http://www.salix-llc.com).

#### **About Nature's Miracle® Brand**

Trusted and recommended for more than 30 years, Nature's Miracle® solutions have made living with pets a little easier. The Nature's Miracle product line features training aids, cat litter, disinfectants, stain and odor control solutions, litter boxes and more. For more information, visit [www.natures-miracle.com](http://www.natures-miracle.com).

#### **About FURminator® Brand**

If you live with pets, you live with pet hair. FURminator® professional grooming solutions make the home happier and healthier by dramatically reducing pet hair. Our deShedding tools, hair care products and hygiene solutions offer a grooming regimen catered to any pet. For more information, visit [www.furminator.com](http://www.furminator.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, personal insect repellents and auto care products. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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