



New Tetra® Betta Worm Shaped Bites by Tetra® Brand of Spectrum Brands, Inc. - Pet, Home & Garden Division Help Deliver Daily Nutrition to Betta Fish

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BLACKSBURG, Va., Nov. 8, 2017 /PRNewswire/ -- To continue offering consumers innovative, quality products that create a positive fishkeeping experience, Tetra® Brand of Spectrum Brands, Inc. – Pet, Home & Garden Division has introduced Betta Worm Shaped Bites to its wide-ranging family of fish nutrition.

"Tetra® Betta Worm Shaped Bites promote even more enjoyable interactions between fishkeepers and their pets," stated John Fox, Division Vice President, Aquatic Marketing, Spectrum Brands Inc. – Pet, Home, & Garden Division. "Innovative by design, this food is relevant and fun for fish owners of all ages to feed and is just the right size for Bettas."

Tetra® Betta Worm Shaped Bites is a nutritionally complete worm-shaped food specifically tailored to the needs of Bettas and other labyrinth fish. Designed to imitate the size, shape and color of natural bloodworms, the food floats on the water's surface to appeal to Bettas by enticing their natural instinct to hunt. The daily diet also provides a fun, safe alternative to live food that fishkeepers will enjoy watching their fish eat.

A satisfying blend of shrimp proteins and other quality ingredients, Betta Worm Shaped Bites are also formulated to be highly digestible, contributing to a healthier environment through less fish waste. They also contain multiple color-enhancing ingredients designed to promote the naturally vibrant, wild colors of Bettas.

About Tetra® Brand

Driven by innovation for 60 years, Tetra® brand is a 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 some of the most widely used in the industry. Tetra® products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, 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.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, 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.

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