



Tetra® Brand Enhances My Aquarium app to Help Fishkeepers with Aquarium Setup and Fish Species Pairing

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BLACKSBURG, Va., Sept. 4, 2018 /PRNewswire/ -- Tetra® Brand of Spectrum Brands Pet LLC has added and enhanced several new features to the latest version of the My Aquarium app, helping fishkeepers and seasoned hobbyists learn more about their favorite fish, what they need to thrive and the best way to set up aquariums.

"We want to give fishkeepers the ideal resource to simplify the hobby — from setup to feeding to maintenance," said John Pailthorp, Vice President of Marketing at Spectrum Brands Pet. "With the new helpful features in the My Aquarium app at their fingertips, consumers can now set up their tanks more successfully depending on their fish species and environment."

The My Aquarium app's new features include:

- **Aquarium Setup Guidance:** Consumers can start their aquatic journeys off right by building their aquariums based on fish type or aquarium type. By selecting the type of aquarium they're building (for example, Goldfish, Cichlid, Marine or Reef), the app will provide guidance and recommendations to help them maintain the healthiest possible aquarium.
- **Tankmate Recommendations:** Since not all fish play well together, the My Aquarium app provides species information to help consumers determine ideal tankmates as they add fish to their aquarium.
- **Aquarium Capacity Recommendations:** To keep water quality balanced and healthy, the My Aquarium app also identifies if there are "too many" or "not enough" of a species in an aquarium so fishkeepers have the ideal amount of fish.
- **Food Recommendations:** To ensure fish get the nutrients they need to be vibrant and healthy, the My Aquarium app provides food recommendations.

These enhancements complement the app's existing features that help simplify water care and testing, set helpful reminders and keep track of products. The My Aquarium app also puts consumers one tap away from Tetra Brand's Customer Service website page if they need help with the app or Tetra products, or have general fish questions.

"The ultimate goal of the My Aquarium app is to act as a go-to source for fishkeeping answers so consumers can focus less on the details and more on enjoying this rewarding hobby," Pailthorp said.

The My Aquarium app is free and available on Android, Apple and Amazon phones.

About Tetra® Brand

Driven by innovation for 60 years, Tetra® Brand is the most recognizable and trusted name for fish keeping, 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 LLC, a leading supplier of products for the specialty pet supplies market and an indirect subsidiary 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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