



Be 'Summer W-I-S-E' to Decrease the Threat of West Nile Virus

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Four easy steps identified to help you and your family enjoy time outside this summer

ST. LOUIS, May 17 /PRNewswire/ -- Summer. The nice weather of the summer months means more outside activity. Most people know to protect themselves from sun exposure and dehydration, but there are other dangers that should be protected against -- mosquitoes.

According to a recent survey commissioned by Spectrum Brands, mosquito bites are a top summer skin care concern. However, while 65 percent of American adults rate mosquito bites as the No. 1 factor that could most negatively affect their day, only two in five use insect repellents.

Spectrum Brands advises consumers to be "Summer W-I-S-E" by taking the following four precautions when heading outdoors:

Always carry a:

W ater bottle

I nsect repellent

S unscreen

E very time you and your family go outside

In one minute or less, people can protect themselves from mosquitoes, ticks, biting flies, and other insects by applying a repellent with an active ingredient approved by the Centers for Disease Control. In addition to DEET- based insect repellents, the CDC also recommends using repellents with the following active ingredients for the best protection against mosquitoes and West Nile virus:

- Picaridin -- introduced in the United States in 2005 in Cutter(R) Advanced(TM) insect repellent with 7 percent Picaridin. This active is odorless and has a light, clean feel. These improved cosmetic benefits could reduce consumers' aversion to applying repellents. In addition to the original formula, Picaridin is also available in Cutter(R) Advanced(TM) Sport insect repellent (an aerosol with 15 percent Picaridin) and Cutter(R) Advanced(TM) Outdoorsman insect repellent, which lasts twice as long as the original pump and also protects against ticks. The original and sport formulas are also available in wipe form, allowing for more controlled application.
- Oil of Lemon Eucalyptus (OLE) - derived from the Eucalyptus Citriodora tree and is the only CDC-recommended plant-based repellent. It is available under the Repel(R) and Cutter(R) brand names in 40 percent and 30 percent pumps and is proven effective against mosquitoes and ticks. OLE is the perfect option for those who want a natural product.

"There are two important criteria when choosing a repellent," said Joe Conlon, technical advisor for the American Mosquito Control Association and former Navy medical entomologist. "Make sure it's an active ingredient recommended by the CDC and check the percentage of active ingredient to know how many hours of protection the repellent will provide."

While DEET-based mosquito repellents have set the standard for protection in the United States for decades, many consumers have voiced some dissatisfaction with the odor and skin feel. DEET is also a plasticizer, meaning the chemical reacts aggressively with plastics, coatings, and other synthetic materials. For example, DEET can dissolve plastic, ruin camping equipment, or leave fingerprints on plastic or varnished surfaces.

"Picaridin provides the same long-lasting, effective protection as DEET but is aesthetically pleasing," said Spectrum Brands Brand Manager Dan Birkenmeier. "Because Picaridin is pleasant to use, it is an appealing alternative for nearly 40 percent of consumers recently polled who indicated their dissatisfaction with the way DEET-based repellents smell and feel."

According to Conlon, "The most important thing is for people to pick a repellent they are going to use ... and then use it."

Other ways to limit mosquito activity include inspecting door and window screens to prevent mosquito entry in home and using outdoor foggers and lawn sprays to kill mosquitoes where they hide. It's also very important to reduce mosquito breeding areas by removing standing water in birdbaths, flowerpots, pool covers, and other places water collects.

For more information about Spectrum Brands repellents, visit <http://www.cutterinsectrepellent.com>. For more information about the West Nile virus and ways to protect against mosquitoes, visit <http://www.cdc.gov/westnile>.

About Spectrum Brands

Spectrum Brands is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving and grooming products, household insect control products, personal care products and portable lighting. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than 1 million stores in more than 120 countries around the world. Headquartered in Atlanta, Ga., Spectrum Brands generated FY2006 revenue of approximately \$2.5 billion. The company's stock trades on the

New York Stock Exchange under the symbol SPC.

About the Survey

In March 2007, Spectrum Brands commissioned Fleishman-Hillard to conduct consumer research to benchmark prevalent attitudes and behaviors during the summer months related to outdoor activities. Opinion Research Corporation conducted telephone interviews with 1,013 U.S. consumers 18 years of age or older in the continental United States. The sample was comprised of 507 men and 506 women. The sampling error associated with the overall results is plus or minus three percentage points at a 95 percent confidence level.

SOURCE Spectrum Brands

CONTACT: Heather Woodard of Fleishman-Hillard, +1-314-982-0289,

heather.woodard@fleishman.com, for Spectrum Brands

Web site: <http://www.cutterinsectrepellent.com>

<http://www.cdc.gov/westnile>

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