



Remington(R) Introduces the World's Cleanest Shave with CleanXchange(TM)

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New Electric Shaver with Disposable Head and Nanosilver-coated foils means no mess in the sink and less irritation and redness on the face

MADISON, Wis., Jun 27, 2007 (BUSINESS WIRE) -- Remington, a leader in men's shaving and grooming innovations, is bringing men their cleanest shave ever with the introduction of the new Remington CleanXchange - the first-ever electric shaver to feature a disposable head and Nanosilver technology.

The fully disposable, exchangeable head is the breakthrough feature that sets the CleanXchange apart from any other and makes shaving a truly clean experience. As a man shaves, the disposable head collects all the facial clippings, preventing hair from collecting on countertops and other surfaces. Once it is full of clippings, men merely discard the shaving head and replace it with a new one, giving the user a brand new set of blades to continually provide top shaving performance. Not only is it easy and convenient, it also eliminates messy cleanup.

The CleanXchange also incorporates the anti-microbial benefits of Nanosilver technology. By using Nanosilver-coated foils, the CleanXchange inhibits the growth of micro-organisms on the foils. This proven technology means men will receive a clean shave, with reduced redness and irritation.

"Research has shown us that most men who choose electric shavers do so primarily for the convenience and comfort associated with that type of shave," said Drew Fiorenza, VP Remington Products. "The CleanXchange delivers a higher level of both comfort and convenience by completely eliminating any need to clean the product and by allowing for a cleaner, fresher shaving experience."

The CleanXchange will be hitting stores in July and Remington will support a strong national retail launch with a fully integrated marketing campaign focused around the 2007 holiday season. The campaign will include print and television advertising, viral marketing, in-store displays, promotions, and a major public relations effort; all of which will educate consumers on the ease and cleanliness of the product, and encourage trial.

The CleanXchange will be available at retailers nationwide for a recommended price of \$59.99. Packages of replacement CleanXchange cartridges will sell at these retailers for a suggested retail price of \$5.99 per pack, or for \$10.99 for a two-pack. For more information about this product, visit www.remington-products.com.

About Spectrum Brands, Inc.

Spectrum Brands is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving, grooming and personal care products, household insecticides and portable lighting. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in 120 countries around the world. Headquartered in Atlanta, Georgia, with North America Headquarters located in Madison, Wisconsin, Spectrum Brands generated approximately \$2.5 billion in net sales in fiscal 2006 and has approximately 8,400 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

SOURCE:

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