



Remington on the Lookout for the Nation's Best (and Worst) Pick-up Lines

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In support of the launch of new young men's shaver CODE, company kicks off GetTheCode.com where consumers can vote on entries and submit their own

MADISON, Wis., Aug 30, 2007 (BUSINESS WIRE) -- Every guy has that one special line they know will catch them the attention of the opposite sex. But are they suave enough to know if that attention will result in winning her over or winning a hard slap in the face? To introduce its new CODE shaver, Remington is conducting a nationwide search to find the smoothest and prickliest pick-up lines of all time that will help men learn the real secrets to getting the "Green Light" with the ladies.

The first-ever electric shaver specifically engineered for a younger man's face, the CODE features a dual-stage cutting system that handles multiple-day growth and gives guys a close, comfortable shave that will leave women swooning. But while it may only take a smooth face to get a lady's attention, it takes a smooth talker to really seal the deal. That's why from now through Sept. 30, 2007, Remington is calling on guys (and gals) 18-years and older to submit their best pick-up lines that they know will undoubtedly get the ladies' attention - for all the right or wrong reasons!

"This contest offers a unique, funny, and light-hearted way for young men to open up about a topic that is relevant to their everyday lives...women," explained Drew Fiorenza, vice-president of marketing at Remington. "Young guys are always trying to attract ladies, and while CODE will help get women's attention, we want to hear about the other tricks men have for getting the 'Green Light.'"

Consumers can go online and vote for their favorite entries. At the end of the contest, the top 10 most voted on pick-up lines will be selected to win a new Remington CODE shaver and 10 personalized t-shirts featuring their winning pick-up line and a matching illustration. Best of all - ultimate bragging rights for a lifetime.

If guys think they have what it takes to get the girls, Remington invites them to prove it. These young "ladies' men" can visit www.GetTheCode.com to find out more details on the contest, submit their own pick-up line and send their line to friends to vote, and more.

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.

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