



Rayovac "Doing the Most Good(TM)" By Keeping the Bell Ringing for The Salvation Army

November 27, 2007

MADISON, Wis.--(BUSINESS WIRE)--Nov. 27, 2007--This holiday season Rayovac Batteries, the brand that delivers "more power for your money" is putting some power behind The Salvation Army and its annual Red Kettle fundraising program, which benefits American individuals and families in need. Rayovac is focusing on several initiatives designed to drive increased awareness of the Red Kettle program and bring special attention to the plight of needy families. These efforts include:

-- \$250,000 Cash Donation

To help kick off the season of giving, Rayovac Batteries is donating \$250,000 to The Salvation Army. Rayovac CEO Kent Hussey will place the check in a Red Kettle alongside Wal-Mart CEO Lee Scott, who will present a \$1,000,000 check on behalf of Wal-Mart to The Salvation Army during a "Bells Ringing Across America" kick-off event on November 27 in Battle Creek, MI. Additionally, Holly Robinson Peete, famed actress and philanthropic activist will be on-location helping launch the "Keep It Ringing" cross-country bell-ringing program.

-- Special Displays and Salvation Army-branded Product

Americans will spend over \$665 million on alkaline batteries during this holiday season as consumers stock up on batteries for toys, electronics and other gifts. Rayovac will put its position as one of the top three brands of batteries to work by creating and distributing specially marked packages of batteries. These packages will bear the image of the familiar Salvation Army red kettle and The Salvation Army logo. There will also be a special display at specific retailers encouraging consumers to help those in need by supporting this worthwhile charity.

In addition to supporting The Salvation Army this holiday season, Rayovac also will be helping American families by providing them more power for their money. Research shows Rayovac batteries not only last as long as Duracell and Energizer, but they also cost less.

-- The First Ever "Keep It Ringing" National Mobile Tour

This year, the familiar Salvation Army bell goes mobile as The Salvation Army and Rayovac Batteries team up to bring the first-ever "Keep It Ringing" national mobile tour to life. Beginning on November 21, in Rayovac's hometown of Madison, WI, a symbolic Salvation Army bell, powered by Rayovac Batteries, will begin ringing and continue non-stop as it travels across the country, reminding Americans everywhere that the need for help is never-ending.

The 17-inch bell will be powered by Rayovac Batteries while in transit, but will depend on the donations and willing hands of consumers at each stop of the tour to "Keep It Ringing." The tour will travel over 6,632 miles and ring more than 500,000 times as it rolls through 18 U.S. cities including: Madison, Wis., Minneapolis, St. Paul, Minn., Chicago, Battle Creek,

Mich., Indianapolis, St. Louis, Bentonville, Ark., Oklahoma City, Dallas, Houston, New Orleans, Memphis, Tenn., Atlanta, Asheville, N.C., New York, Philadelphia, and concluding at The Salvation Army headquarters in Washington D.C. on December 21. Consumers will be encouraged to come to the event and join The Salvation Army bell-ringers and local celebrities as they all "Keep It Ringing."

"If everyone bought Rayovac batteries this holiday season instead of the other top two brands, America could collectively save over \$115 million," said Sean Martin, VP Rayovac Marketing. "Our message this holiday season is that it is the little things, like buying the right batteries or tossing some leftover change into a Red Kettle, that can truly make a difference in your own life and in the lives of those who are in need."

"The Salvation Army is grateful to Rayovac Batteries for their dedication to providing the best value to the American family," said Major George Hood, national community relations secretary for The Salvation Army. "This year, Rayovac is bringing that value to American families who need it most by supporting The Salvation Army's initiatives through their efforts to raise increased donations and awareness of the causes we serve."

Consumers can get involved by looking for the Rayovac "Keep It Ringing" mobile tour or for specially-marked packages of Rayovac batteries at their local retailer. People across the nation are encouraged to make a donation and take a turn at keeping the bell ringing in support of the cause. Interested consumers can also visit www.keepingringing.org to learn more about this program or to make a donation in Rayovac's virtual red kettle.

About Spectrum Brands, Inc.

Spectrum Brands is a global consumer products company and a leading supplier of batteries, portable lighting, lawn and garden products, household insect control, shaving and grooming products, personal care products and specialty pet supplies. 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, Spectrum Brands generated net sales of \$2.5 billion in net sales fiscal 2006 and has approximately 8,400 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Over 31 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in more than 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

CONTACT: Rayovac Batteries
Kelly Stelzer, 608-275-4720
or
The Salvation Army
Melissa Temme, 703-519-5890
or
Dig Communications
Melissa Layton, 312-577-1775

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