



Rayovac to Be Featured on "Factory Floor with Marshall Brain"

December 3, 2008

Rayovac Batteries' Fennimore, WI Production Plant Featured in Upcoming Episode of National Geographic Channel Show on Thursday, December 4th

MADISON, Wis.--(BUSINESS WIRE)--Dec. 3, 2008--Rayovac, a division of Spectrum Brands, Inc. (NYSE: SPC), will give consumers an inside look into the intricate engineering processes behind its quality alkaline batteries when a production plant in Fennimore, Wis. is featured in a new episode of a popular National Geographic Channel Show, "Factory Floor with Marshall Brain." Rayovac will be one of four companies highlighted in the hour-long segment set to air on Thursday, Dec. 4th at 7:00 p.m. CST.

"People from all over the world have historically turned to National Geographic Channel as a trusted source of information, so working with them to educate people on how our alkaline batteries are made was an absolute honor," said Kelly Stelzer, Director of Marketing, Rayovac Batteries. "As one of only a handful of companies still producing alkaline batteries in the U.S., we were happy to help National Geographic explore the inner workings of the batteries that power our world."

"Factory Floor with Marshall Brain" takes viewers behind-the-scenes to some of the greatest factories and manufacturing plants in this country. Viewers get an up close and personal look at what happens when traditional assembly lines collide with cutting-edge technology to manufacture some of the most fascinating, yet common, things in everyday life.

The segment, which was filmed at the plant in mid-June, will highlight the impressive science and unique manufacturing technologies that goes into every step of the Rayovac battery-making process to ensure each battery is of the utmost quality when it comes off the line. "We take great pride in producing a high quality alkaline battery that lasts as long as the other leading brands but costs less," said Jeff Birchman, Plant Manager, Rayovac Batteries. "Our statistical process control methods combined with a talented work force enable us to deliver a great product for our consumers."

Thursday's episode will specifically focus on the production of the D-battery, one of the more common batteries used by consumers in the U.S. Viewers should check local listings for additional airing times of this particular show. For more information on Rayovac, please visit www.rayovac.com.

About Spectrum Brands, Inc.

Spectrum Brands is a global consumer products company and a leading supplier of consumer batteries, lawn and garden care products, specialty pet supplies, shaving and grooming products, household insect control products, personal care products and portable lighting. Helping to meet the needs of consumers worldwide, included in its portfolio of widely trusted brands are Rayovac(R), Varta(R), Remington(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-In-1(R), Spectracide(R), Schultz(R), Cutter(R), Repel(R), and HotShot(R). 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 fiscal year 2007 net sales of \$2.6 billion. The company's stock trades on the New York Stock Exchange under the symbol SPC.

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