



## **Spectracide® Brand and Park Pride Launch Urban Makeover in Atlanta, Spink Collins Park Receives Enhancements**

June 2, 2011

*Leading company in outdoor insect & weed control unveils revitalized local park*

SAINT LOUIS, MO and ATLANTA, GA (June 2, 2011) – Park Pride of Atlanta proudly announces to the unveiling of the revitalized Spink Collins Park, thanks to the help of Spectracide brand, a leader in outdoor insect and weed control products.

Representatives from Park Pride and Spectracide brand gathered on May 26 for the treatment phase of Spink Collins Park, which was adopted by the Home Depot in 2009. A team of Home Depot volunteers and Spectracide employees specializing in landscape and insect/weed control treated the 21-acre park with various Spectracide products to remove unwanted weeds and bugs. In total, Spectracide brand donated nearly \$1,500 worth of product to Spink Collins Park. This makeover project marks the third stop on the Spectracide Urban Makeover campaign.

"Spink Collins Park relies heavily on volunteers for its upkeep," said Abigail Paine, Park Pride Director of Communication. "We're thankful to the Spectracide team for its donation and efforts in revitalizing the park. We can't wait for the Riverside neighbors and others to come out and enjoy the results."

The Spectracide Urban Makeover in Atlanta is third in a series planned makeover projects taking place this spring and summer. To date, Spectracide has completed makeovers in Charlotte and Miami. Spink Collins Park was selected by Park Pride to receive the renovation based on area parks most in need of additional maintenance. All Spectracide products used during the makeovers are registered and accepted by the EPA.

"Parks across America are facing smaller budgets and we want to help in a way that only Spectracide brand can," said John Pailthorp, Division Vice President, Marketing, United Industries Corporation, the maker of Spectracide products. "We hope to improve these public spaces and make them places that the community can enjoy for years to come."

Spectracide products are available at Home Depot.

### **About Spectracide® Brand**

Spectracide brand is a leader in insect and weed control, which offers a variety of indoor and outdoor pest solutions, including weed and grass killer; brush and poison ivy killer; ant, fire ant, Japanese beetle, wasp and hornet protection; rose and flower care; lawn disease control; and more. Spectracide products are produced by United Industries Corporation, a leading supplier of products for the home, lawn and garden insect and weed control markets and a subsidiary of Spectrum Brands Holdings, Inc.

For more information, visit [www.spectracide.com](http://www.spectracide.com).

### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Holdings, Inc., (NYSE: SPB) and a member of the Russell 2000 Index, is a diversified, global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, the Company offers a broad portfolio of market-leading and widely trusted brands including Rayovac®, Remington®, Varta®, George Foreman®, Black & Decker®, Toastmaster®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, Littermaid®, Spectracide®, Cutter®, Repel®, and Hot Shot®. Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Spectrum Brands Holdings generated net sales of \$3.1 billion from continuing operations in fiscal 2010. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

### **About Park Pride**

Park Pride, founded in 1989, is the only organization that works with communities all over Atlanta to improve their parks. Park Pride coordinates more than 15,000 hours of volunteer work in Atlanta parks, develops new conceptual park plans for and helps start dozens of "Friends of the Park" groups. Park Pride is able to engage and serve the community by generating Friends of the Park groups, focusing on advocacy efforts as well as promoting participation in its Adopt-a-Park, Park Visioning, Volunteer, Fiscal Partners and Micro Grant programs. Park Pride continued to work with local organizations and community members to support the creation of the Atlanta BeltLine, which promises to create more than 1,000 acres of new parks and 33 miles of trails. The organization's annual Parks & Greenspace Conference serves as the signature event in our work to create a world class park system in Atlanta.

[www.parkpride.org](http://www.parkpride.org)

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