



Baldwin Reinigorates Brand to Meet the Modern Demands of Style-Conscious Boomers and Millennials

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Building Upon Years of Experience, Baldwin Stakes a Confident and Distinctive Presence in the Design Community

LAKE FOREST, Calif. – November 13, 2013 – As Millennials begin to drive residential home sales and Baby Boomers invest in building their dream homes, the product preferences among these powerful spenders are converging – placing personalized experiences, quality products, beautiful design and price at the center of purchasing decisions. Recognizing an opportunity to meet their demands more effectively, Baldwin Hardware, a leading brand of the Hardware & Home Improvement (HHI) division of Spectrum Brands Holdings (NYSE:SPB), makes its modern debut, challenging loyal and new customers to “Own It,” with a truly personalized brand experience.

The new Baldwin brand will provide discerning designers and consumers with services and product offerings that directly align with their purchasing habits, including:

- Technology-driven showroom merchandising
- New, modern product portfolios to increase Baldwin’s breadth of products
- Multiple product price-points given three distinct portfolios
- Online design tools

“We haven’t reinvented Baldwin, we’ve refocused on our core tenants – style, authenticity and substance – and reconnected them to what loyal customers and future customers value right now: quality, design and customization.” said PJ Rosch, Baldwin brand manager.

THE PORTFOLIOS

Unparalleled quality takes time, dedication and a touch of artistry. Through generations of master craftsmen, Baldwin has passionately pursued perfection of its product portfolios. Baldwin now confidently evolves the brand and portfolios to match the lifestyles of discerning Baby Boomers and style-conscious Millennials, alike.

- **Estate** – signature looks with unparalleled elegance and unrivaled quality. Nearly endless customizable style and finishes allow architects, designers and affluent consumers to create a truly unique signature style. Estate feels custom made because it is.
- **Reserve** – distinctive designs with both style and substance. The broad range of sophisticated styles and finishes in the Reserve portfolio create a definitive look in any room. Reserve opens the door to a world of customizable inspiration to leave a lasting impression.
- **Prestige Series** – effortless, accessible style and luxury. Prestige Series is our most accessible option available in retail stores across the nation. With the Prestige Series, any homeowner can instantly create an atmosphere of confidence from the moment someone knocks on the door. Prestige Series is affordable luxury.

“To be the hardware product of choice, we must confidently adapt to the changing design landscape, both embracing and forecasting industry trends,” said Mary Nichols, Baldwin group product manager. “What does that mean for our future? Concepting and developing products that accentuate the contemporary and eclectic styles that are leading the industry, while maintaining a breadth of beautifully crafted products and finishes for every design aesthetic.”

Baldwin celebrates the evolution of the brand with the OWN IT sweepstakes. Fans and followers on Facebook and Pinterest can enter the sweepstakes until December 16, 2013 for their chance to win \$10,000 worth of Baldwin Hardware products in time for the holidays. For entry and a complete list of rules and regulations, visit <http://on.fb.me/1fByFuR>. To order or purchase product from any of Baldwin’s portfolios, visit www.baldwinhardware.com for a list of showrooms and online retailers.

ABOUT BALDWIN

Hardware and Home Improvement (HHI) is a major manufacturer and supplier of residential locksets, residential builders’ hardware and faucets with a portfolio of renowned brands, including Kwikset®, Weiser®, Baldwin®, National Hardware®, Stanley®, FANAL®, Pfister™ and EZSET®. HHI is a leader in its key markets with #1 positions in U.S. residential locksets (Kwikset), Canada residential locksets (Weiser), U.S. luxury locksets (Baldwin), and U.S. builders’ hardware (Stanley-National Hardware), #2 in Mexico residential hardware (Fanal), and #3 in U.S. retail plumbing (Pfister). Headquartered in Orange County, California, HHI has a global sales force and operates manufacturing and distribution facilities in the U.S., Canada, Mexico and Asia.

HHI is a division of Spectrum Brands Holdings, Inc. (NYSE: SPB). Spectrum Brands is a global, diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders’ hardware and faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Spectrum Brands employs over 12,500 employees worldwide and sells to the top 25 global retailers with products in more than one million stores.

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