



## Power “On The Go”: Rayovac Redefines Mobile Charging Category With Introduction of Two Dynamic Portable Power Devices

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*Spectrum Brands' Rayovac® Division Launches Phone Boost 800 and Car and Wall USB Power Chargers at Stores Nationwide*

**Middleton, WI, May 8, 2014** -- Spectrum Brands Holdings, Inc. (NYSE:SPB), a global consumer products company with market-leading brands, today announced the introduction of Rayovac's highly anticipated Phone Boost 800 portable charging device and Car and Wall USB Power Chargers, which will be available in stores and online in May. Since the 2014 Consumer Electronics Show (CES), the conversation around Rayovac has been laced with anticipation for the in-store launch of this year's new and exciting products, which are redefining the mobile charging device category.

Providing users with a new level of power, value and performance, Rayovac's latest introductions sparked fervor at the 2014 CES Show as the company set the bar for a new wave in affordable portable power products.

“We've created a winning combination of leading-edge technology and user friendliness with these new portable power devices that make it easy for anyone to charge their favorite devices anywhere they choose,” said Harrison Smiddy, Senior Director of Global Product Marketing at Rayovac.

### **Give Your Phone a Boost with 150 Minutes of Talk Time**

Rayovac's Phone Boost 800 mobile device charger offers robust power and performance by providing instant power for Micro USB, Apple 30-pin and Apple Lightning™ devices. The charger, which can be attached to a ring of keys, utilizes a lithium ion rechargeable battery that holds 800mAh of power to recharge a mobile phone for 150 minutes of additional talk time. The Phone Boost 800 can be recharged and used over and over to power mobile phones, digital cameras, portable gaming devices, MP3 players, and other USB rechargeable devices. The Phone Boost 800 mobile charging device has an MSRP of \$24.99 (Micro USB and Apple 30-pin) and \$29.99 (Apple Lightning™).

\* Both Apple versions are MFi Certified

### **Double Up on Power in the Car and at Home**

Powering one or more devices in the car or at home has never been easier. Rayovac's Car and Wall USB Power Chargers have been designed with dual USB ports, making it possible to charge two devices simultaneously, including tablets. Providing travelers with fully-charged electronic devices that make emergency situations worry-free, these compact and powerful dual USB chargers have a maximum output of 3.4A and are compatible with all USB cables, including Apple Lightning™, Apple 30-pin, Micro USB and Mini USB cables. Rayovac's Car and Wall USB Power Chargers have an MSRP of \$19.99.

### **About Rayovac**

Rayovac is a worldwide leader in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to advanced green rechargeable technology to the world's top-selling, longest lasting mercury free hearing aid battery, Rayovac's state-of-the-art products offer more power for the money. The company also manufactures a wide selection of high-quality flashlights. For more information, visit [www.rayovac.com](http://www.rayovac.com).

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

Spectrum Brands Holdings, a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, 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. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, Varta®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister®, Remington®, George Foreman®, Black & Decker®, Toastmaster®, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 140 countries. Spectrum Brands Holdings generated net sales of approximately \$4.1 billion in fiscal 2013. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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