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FOR IMMEDIATE RELEASE

HEARING PROFESSIONAL OF THE YEAR AWARDS ANNOUNCED

**National and Regional Winners Recognized by Rayovac For
Role in Advancing Hearing Health**

MADISON, WI, April 6, 2011 – Five of the nation's top hearing professionals were honored today by Rayovac for their unparalleled commitment to their patients and hearing health.

Dr. Indira Alvarez of Tampa, Fla. was named the 2010 National Hearing Professional of the Year. Alvarez, a well-respected audiologist, was one of five regional finalists. Other regional winners include:

- Earl Gentile, Fairview Park, Ohio
- Dr. Gail Brenner, Bala Cynwly, Pa.
- C. Scot Frink, Salem, Ore.
- Jeff Grama, Hollywood, Calif.

The National Hearing Professional of the Year award honors and recognizes hearing professionals for their exceptional service and commitment to the profession. The patient-nominated award, which drew thousands of entries in this its inaugural year, spotlights the difference hearing professionals make in the lives of their patients. The competition encourages audiology patients to share their experiences and tell how their hearing professional goes above and beyond the call of duty. The award is judged by an independent panel of industry experts.

The recipients each received glowing patient nominations which clearly demonstrated the winners' passion for the profession and their focus on delivering outstanding care.

In honor of the award, Rayovac is donating \$500 in each winner's name to the charity of their choice. As the national winner, an additional \$1,000 will be donated in Dr. Alvarez's name. The benefiting charities include Hugs for Kids, West Lake Village, the American Tinnitus Association, Healing the Children and the Hearing Loss Association of Los Angeles.

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“We’re proud to honor and recognize these professionals who truly represent the best of the best in hearing health,” said Ann Rule, Senior Brand Manager for Rayovac Hearing Aid Batteries. “The Hearing Professional of the Year award shines a spotlight on the incredible work hearing professionals perform on a daily basis. The program is about recognizing those hearing professionals that are contributing on many different levels, professionally and personally, to the advancement of hearing health,” added Rule.

2011 Hearing Professional of the Year Award

Rayovac, manufacturer of the world’s longest lasting, mercury-free hearing aid battery, is currently seeking nominations for the 2011 Hearing Care Professional of the Year. The independent award program encourages patients with hearing difficulties to nominate their hearing care professional. Entries can be submitted now through September 30, 2011. Visit www.hearingprofessionaloftheyear.com to learn more.

About Spectrum

Spectrum Brands Holdings, Inc. (NYSE: SPB), 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 Home®, Toastmaster®, Tetra®, Marineland®, Nature’s Miracle®, Dingo®, 8-in-1®, Littermaid®, Spectracide®, Cutter®, Repel®, and HotShot®. 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.

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