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FOR IMMEDIATE RELEASE

INDUSTRIAL SUPPLY RECEIVES RAYOVAC'S OUTSTANDING DISTRIBUTOR AWARD

Rayovac Announces Its Next Outstanding Distributor Award Recipient

MADISON, WI, July 8, 2011 – Rayovac, a worldwide leader in battery power and innovation, announced today that it has named Industrial Supply, a distributor of industrial tools and MRO supplies, as its next prestigious Industrial Distributor Award recipient. The achievement award presented for the quarter ended June 2011 recognizes Industrial Supply's loyalty to the Rayovac brand, its persistence in pushing the products, and a willingness to involve Rayovac in its efforts.

Each quarter since October 2010, Rayovac has honored distributors with this prominent award for a variety of achievements, including sales volume; joint marketing efforts and outstanding performance.

**OUTSTANDING
DISTRIBUTOR AWARD**

As the winner of the Rayovac Industrial Distributor Award, Industrial Supply has excelled at developing customer solutions that involve Rayovac in unique opportunities, including vending and vendor managed inventory. Industrial Supply's fiscal 2011 revenues are on track to outpace its annual revenues in the past two years.

INDUSTRIALSUPPLY

As a participant in the Industrial Supply annual Toolapalooza event on June 16, Rayovac offered various prizes for qualified purchases during the Industrial Supply Open House events. The event was well attended with more than 1,000 customers.

"Industrial Supply's willingness to work with us from the VP level all the way down has been the cornerstone of their success," said Josh Bardwell, Rayovac Account Manager. "The integrity and openness of the organization has also been a key. They are tireless in promoting our products and their product line has expanded to include the new Rayovac Roughneck line."

In addition to offering a large variety of Rayovac flashlights, Industrial Supply sells an assortment of Rayovac batteries including alkaline, heavy duty, lantern, keyless entry, and other specialty batteries.

Industrial Supply, headquartered in Salt Lake City, has six locations serving Utah, Wyoming and Nevada. Its retail stores and distribution centers, located in Salt Lake City, Ogden, Orem, Gillette, Rock Springs and Las Vegas, serve the MRO needs of manufacturing, construction, mining, utilities and government organizations throughout the Intermountain West.

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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.rayovacindustrial.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, Inc., 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.

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