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MEDIA ADVISORY

STEVE LETARTE JOINS STP AS BRAND'S AUTO EXPERT

Daytona 500 Champion Crew Chief and NBC Analyst Focuses on Automotive Education for the Iconic Automotive Brand

DANBURY, Conn. (February 18, 2016) -- Spectrum Brands -- Steve Letarte, Daytona 500 winning crew chief and NBC analyst, has joined STP, one of the most iconic brands in NASCAR, as the STP Auto Expert with a focus on product and technology education. Letarte joins the original STP spokesperson Richard Petty and current STP NASCAR driver Aric Almirola as a spokesperson and ambassador for the brand.

Letarte, 36, is a former crew chief in the NASCAR Sprint Cup Series and transitioned from the pit box to the booth in 2015 as an analyst for NBC's NASCAR coverage. Letarte won 10 Sprint Cup races with four-time NASCAR champion Jeff Gordon. In 2011, Letarte took over crew chief responsibilities for Dale Earnhardt Jr. and went on to win the 2014 Daytona 500 as well as four other Sprint Cup races.

"I'm very excited to be a part of the STP family. I have been a NASCAR fan my entire life, and as long as I can remember STP brands have been a part of this sport," Letarte said. "This is a great opportunity for me to help educate NASCAR fans and consumers on the benefits of the STP product line and how those products can help keep their vehicles performing at the best condition."

STP entered NASCAR in 1972 with Petty and went on to win four championships with "The King". The 2016 NASCAR season marks the 44th year STP and Petty have collaborated in the sport. STP arguably changed the way sponsorship was seen in the motorsports industry and has had an effect on the business side of the sport that still can be seen today.

"We are all very happy to have Steve Letarte join the STP family," said Jamie Kistner, Vice President of Marketing for STP. "Steve is one of the most respected voices in NASCAR and brings a wealth of automotive knowledge with him. He's a perfect fit for the STP brand as he is a genuine car guy, extremely authentic, and has a winning attitude just like STP. As the STP Auto Expert, Steve will be the go-to guy for automotive related information and advice to help consumers keep their vehicles running in top form."

Letarte's role with STP begins with the 2016 Daytona 500 and will feature Tech Tuesday

chat sessions on social media as well as feature videos, website content, blogs, and appearances. Letarte will also join Petty and Almirola as prominent figures at the STP 500 at Martinsville (Va.) Speedway on April 3.

For more information about the STP brand, please visit www.stp.com or like them on Facebook. To learn more about STP's involvement in motorsports, visit <http://www.stp.com/stp-and-racing/> or follow @STPRacing on Twitter.

For more information on STP, including product information and the brand's history in racing, please visit www.stp.com. Information can also be found throughout the season on the brand's facebook page, @STPRacing on Twitter and @Original_STP on Instagram.

More information on Steve Letarte can be found at www.steveletarte.com and by following @SteveLetarte on Twitter and Instagram.

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, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and auto care products. 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®, Russell Hobbs®, Black+ Decker®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Digest-eeze™, Healthy-Hide®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag®, Liquid Fence®, Armor All®, STP® and A/C PRO®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.69 billion in fiscal 2015. For more information, visit www.spectrumbrands.com

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