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**FOR IMMEDIATE RELEASE**

**RAYOVAC® ANNOUNCES 2011 HEARING PROFESSIONAL OF THE YEAR AWARDS**

*National and Regional Winners Recognized for Role in Advancing Hearing Health*

**MADISON, WI, November 29, 2011** – Six of the nation’s top hearing professionals have been recognized by Rayovac® for dedication to excellence in caring for their patients and their work in the hearing health industry.

Scot Frink of Salem, OR was named the 2011 National Hearing Professional of the Year by Rayovac. Frink, who was a regional winner in 2010, has continued to dedicate himself to his patients and his practice, and to the industry, which earned him the national title for 2011. Other regional winners include:

- Dr. Audie Woolley, Birmingham, AL
- Lori Ausperk, Cleveland, OH
- Dr. Katie Harrington, NH
- Terri Daffron, Modesto, CA
- Dr. Erica Smith, Leavenworth, KS

Begun by Rayovac in 2010, The Hearing Professional of the Year award aims to recognize the difference hearing professionals have made in the lives of others. The competition encourages patients to celebrate the skills of their hearing professional by nominating them as best in their field. Each winner received outstanding nominations, which clearly demonstrated the winners’ dedication to delivering outstanding care and overall enthusiasm for their profession.

A \$500 donation will be made by Rayovac in the name of each regional winner to a charity of their choice. As the national winner, an additional \$1,000, or \$1,500 in total, will be donated in Frink’s name. The benefiting charities include Healing the Children, Alabama School for Hearing, the Millridge Center PTG Hearing Aid Fund, the Loop New Hampshire Project, the McHenry Museum Acquisition Fund, and the KS School for the Deaf.

“The dedication these professionals have to their patients and their work is unparalleled,” said Ann Rule, Senior Brand Manager for Rayovac Hearing Aid Batteries. “It’s clear from the nominations we received that they are revered and respected not only for the impact they have on their patients’ hearing health, but also for what they have accomplished in the name of advancing hearing health.”

## **2012 Hearing Professional of the Year Award**

Rayovac, manufacturer of the world's longest lasting, mercury-free hearing aid battery, is kicking off its 2012 Hearing Professional of the Year contest in January 2012. The independent award program encourages patients to nominate their hearing care professional. Entries can be submitted from January 2, 2012 through September 30, 2012. Visit [www.hearingprofessionaloftheyear.com](http://www.hearingprofessionaloftheyear.com) to learn more.

### ***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**

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 approximately \$3.2 billion in fiscal 2011. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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