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Tetra To Launch Whisper[®] EX Freshwater Filtration Systems
Timestrip[®] technology takes the guesswork out of filter cartridge changes

(Blacksburg, Va. – June 19, 2008)– [Tetra](#), the world's leading brand of aquarium products, today announced the introduction of the [Whisper[®] EX](#), a new series of freshwater aquarium filtration systems that will allow consumers to more easily and intuitively maintain cleaner and healthier aquariums.

Expected at retail by September 2008, the new series of filtration systems combines eight patent-pending technologies, new materials, a physical redesign, and two-and-a-half years of research and development to create a product that is the first of its kind in the aquarium water filtration marketplace, resulting in filters that are sleeker, quieter, and more efficient and intuitive to use.

Whisper EX Filtration Systems also take the guesswork out of when to change a filter cartridge. Through the exclusive incorporation of [Timestrip[®]](#) technology, Whisper EX lets aquarium owners know when the carbon has expired and it's time to change their filter cartridge. Fish health depends on regular cartridge changes to remove toxins and other harmful impurities.

The introduction of the new filtration system builds on Tetra's reputation as a pioneer in filtration technology and leverages the legacy of its Whisper platform, while enhancing user friendliness. Set up now involves only three simple steps, assembly has been virtually eliminated, the filter pump primes itself, and innovations within the filter cartridge make changes faster, cleaner and easier.

"We questioned every industry concept, best practice and standard to create the Whisper EX series of aquarium filters," said Joseph Roark, senior brand manager at Tetra, a division of United Pet Group. "By throwing out the rules and starting new, Tetra has created a series of filtration systems that are at the forefront of innovation and create a new standard for consumers and the aquarium filter industry."

Extreme Makeover

"Research showed us that consumers typically leave fishkeeping within the first year for two reasons: maintenance was harder than expected and fish mortality. Through surveys, we were told that consumers wanted a product that was intuitive to set up, easy to use, and helped keep their fish healthier longer," said Roark. "Each of the features and technologies found in the new line of Whisper EX filters was incorporated to make it easier to keep fish healthy and make aquarium keeping more enjoyable."

In creating the Whisper EX series of filtration systems, Tetra engaged renowned industrial designer Jeffrey Warden of 1859 Design Inc. to design a product that addresses concerns consumers have with current water filtration systems. To accomplish that goal, he viewed aquarium owners in their homes, watching them interact with their current filtration systems. The most common findings included people placing their filter cartridges in backwards, flushing debris into aquariums during filter cartridge changes, an aversion to touching expired filter cartridges, among others. Warden's findings were directly translated into the design and functional features of the new Whisper EX filters.

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“With the level of design and innovation built into the new Whisper EX Filtration Systems, I believe that Tetra has a 5- to 10-year innovation advantage over others in the aquarium filtration industry,” said Warden.

Innovations within the Whisper EX series of filtration systems that are new to the marketplace include:

Plug and Go Operation – In a break with the industry tradition of long set-up times and complicated priming practices, the Whisper EX Filtration Systems are designed to be operational out of the box. Assembly involves just three steps: adjust the intake tube to fit the depth of the aquarium, put the filtration system in place on the edge of the aquarium, plug it in and water starts flowing immediately.

Intuitive Set Up and Operation – Several new advances have been built into the Whisper EX series of filtration systems that make interacting with and operating it much easier: set up has been reduced to three easy steps – adjust the intake tube, put the filter system in place, and plug it in; a filter carrier has been created that wraps around and reduces the need to touch the filter cartridge and features Point and Drop technology that actually guides the filter into place for maximum effect, as well as a rounded design that allows for faster drainage and reduced dripping; Timestrip technology located on the top of the filtration system takes the guess work out of when to change the filter cartridge through an indicator that changes color when the filter cartridge has been depleted and should be changed; and a door at the top of the filtration system housing prevents access to pieces that don't need to be moved when changing the filter cartridge;

Timestrip® Technology – Oftentimes people replace filter cartridges only when they see a change in water quality, which is usually too late; filter cartridge changes need to take place on a monthly basis. To take the guess work out of when to change a filter cartridge, Whisper EX Filtration Systems use a non-electric monitoring device, exclusive to Tetra, that changes color over time to indicate when to replace the filter cartridge;

Engineered Water Flow – Aquarium water is to fish what air is to humans. The Whisper EX is designed to make water flow more efficient, clean and complete both within and outside the filter system. The inside of the filtration system has been engineered to direct water through the unit, provide a constant flushing action that prevents build up of debris, and ensure maximum water contact with cleaning devices such as the new Bio Scrubber® and multi-stage carbon filter. Additionally, once water exits the filtration system it flows over an outflow that is designed to reduce noise and maximize water agitation and oxygenation;

Multi-stage Carbon Filter – at the heart of any filtration system is the actual filter. The new Whisper EX Filtration System employs a multi-stage carbon filter with new multi-density flosses that capture a wider range of debris and particles, while activated carbon works to eliminate odors, discolorations and harmful toxins;

Cleanliness – Research has shown that people do not want to touch expired filters and they don't want to go to special lengths to keep an area clean and free from dripping water when they replace their filter cartridges. The Whisper EX uses several patented features to address cleanliness issues, such as a quick drain, drip free filter carrier that keeps drips to a minimum and eliminates contact with spent carbon filter cartridges. A carbon filter access door provides drip free access to the carbon filter carrier, gathers condensation in a collection pocket, and stays out of the way as the filter carrier and cartridge is removed and replaced. The carbon filter cartridge has also been engineered to drain quickly and completely, making the removal and replacement process faster and cleaner.

About Tetra/United Pet Group/Spectrum Brands

The Tetra brand is owned by United Pet Group, a global manufacturer of premium pet products, a division of Spectrum Brands. Spectrum Brands is a global consumer products company and a leading supplier of consumer batteries, lawn and garden care products, specialty pet supplies, shaving and grooming products, household insect control products, personal care products and portable lighting. Helping to meet the needs of consumers worldwide, included in its portfolio of widely trusted brands are Rayovac®, Remington®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-In-1®, Spectracide®, Schultz®, Cutter®, Repel® and HotShot®. Spectrum Brands' 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. Headquartered in Atlanta, Spectrum Brands generated fiscal year 2007 net sales of \$2.6 billion. The company's stock trades on the New York Stock Exchange under the symbol SPC.

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EDITOR'S NOTE:

On May 21, Spectrum Brands announced a definitive agreement with Salton Inc. and its wholly owned subsidiary, Applica Pet Products LLC, for the sale of United Pet Group. The transaction is expected to close by the end of August 2008.