American Home™ by Yankee Candle® Named "Rising Star" in IRI's 2015 New Product Pacesetters™ Report

May 10, 2016

SOUTH DEERFIELD, Mass., May 10, 2016 /PRNewswire/ -- The Yankee Candle Company, Inc., the world's largest manufacturer of premium scented candles, today announced its American Home™ by Yankee Candle® brand has been selected as a 2015 Non-Food "Rising Star" in IRI's 2015 New Product Pacesetters report. The brand's inclusion in this industry-recognized benchmark analysis of remarkable first-year sales for newly launched products highlights its success in both performance and individuality amongst the nation's non-food consumer packaged goods (CPG) brands.

American Home™ by Yankee Candle® is one of only ten non-food brands to be named to the 2015 New Product Pacesetters "Rising Star" list sharing this honor with some of the world's most recognized brands including Tide PODS® and L'Oréal Voluminous Superstar cosmetics.

IRI's long history of celebrating each year's most powerful launches has earned the organization a level of prestige in the CPG industry. The organization annually reviews first-year sales for all new products across 10 categories and selects 100 total that have demonstrated strength in both performance and innovation. IRI's New Product Pacesetters represent exceptional product launches that have demonstrated innovation, generated consumer excitement, ignited newsworthy buzz, and helped categories find growth in a challenging marketplace.

"It is an honor to be recognized by an organization that has long been considered a benchmark for success in the CPG industry," said Frank DeLeo, president of wholesale at The Yankee Candle Company, Inc. "Being named an IRI New Product Rising Star is a testament to our teams' hard work launching American Home™ and reflects our commitment to providing innovative and premium products to our customers."

American Home™ by Yankee Candle® was launched in July 2015 and was created by the world's best-selling and best-known candle company. Their new candles and home fragrance products are designed to meet the needs of their shoppers conveniently in the stores they visit every day — grocery stores, drug stores, superstores and big box stores. They feature quality details not found in any other brands, including like full fragrances that last throughout each candle's life and wicks specifically selected for each of those fragrances to ensure an even-burning candle. Quality candles and home fragrance products from American Home™ by Yankee Candle® are available in eight styles and over 60 everyday and seasonal fragrances!

American Home™ by Yankee Candle is available at Walmart and select food, drug, mass and club retailers nationwide. For more information, please visit www.ycamericanhome.com.

About The Yankee Candle Company, Inc.
The Yankee Candle Company, Inc. is a leading designer, manufacturer, wholesaler and retailer of premium scented candles. Yankee Candle has over a 40-year history of offering distinctive products and marketing them as affordable luxuries and consumable gifts. The company is a wholly owned subsidiary of Newell Brands and sells its products through a North American wholesale customer network of approximately 35,000 store locations, a growing base of more than 500 Company owned and operated retail stores, direct mail catalogs, and its Internet website www.yankeecandle.com. Outside of North America, the Company sells its products primarily through its subsidiary, Yankee Candle Company (Europe), Ltd., which has an international wholesale customer network.

About Newell Brands
Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

About IRI
IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers and media companies to grow their businesses. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloudbased technology platform, IRI helps to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver market-leading growth. A confluence of major external events—a revolution in consumer buying, big data coming into its own, advanced analytics and automated consumer activation—is leading to a seismic shift in drivers of success in all industries. Ensure your business can leverage data at www. iriworldwide.com.

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