



Graco Agrees to Pay \$3 Million Fine for Delayed Reporting and Invest \$7 Million to Increase Child Passenger Safety

March 20, 2015

ATLANTA, March 20, 2015 /PRNewswire/ -- Graco Children's Products, Inc., a subsidiary of Newell Rubbermaid (NYSE: NWL), has reached an agreement with the National Highway Traffic Safety Administration in connection with the company's reporting of consumer complaints about difficulty opening car seat buckles. As part of the agreement, the company agrees to pay a \$3 million fine and invest \$7 million in child passenger safety programs and education.

"We have worked closely with NHTSA throughout this process and regret that we fell short of NHTSA's expectations for data collection and reporting procedures," said Laurel Hurd, president of Graco Children's Products. "We accept this fine and the additional funding requested by NHTSA for a joint venture involving child passenger safety initiatives in the future. We are eager to work with NHTSA and pleased with their decision to focus this money on children's safety."

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2014 sales of \$5.7 billion and a strong portfolio of leading brands, including Sharpie®, Paper Mate®, Rubbermaid Commercial Products®, Irwin®, Lenox®, Parker®, Waterman®, Contigo®, Rubbermaid®, Levolor®, Calphalon®, Goody®, Graco®, Aprica®, Baby Jogger® and Dymo®. As part of the company's Growth Game Plan, Newell Rubbermaid is making sharper portfolio choices and investing in new marketing and innovation to accelerate performance.

This press release and additional information about Newell Rubbermaid are available on the company's Web site, www.newellrubbermaid.com.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/graco-agrees-to-pay-3-million-fine-for-delayed-reporting-and-invest-7-million-to-increase-child-passenger-safety-300053588.html>

SOURCE Newell Rubbermaid

Ashley Mowrey, Manager, PR and Consumer Engagement, Ashley.mowrey@newellco.com, 770-418-7268; Nancy O'Donnell, Vice President, Investor Relations, (770) 418-7723