



## **Newell Rubbermaid to Open Global E-commerce Hub in New York City**

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### **Company to more than double team, deepening customer collaboration and driving demand online**

ATLANTA, Sept. 25, 2014 /PRNewswire/ -- Newell Rubbermaid (NYSE: NWL) today announced it will create a global e-commerce hub in New York City by the end of Q1 2015, expanding its e-commerce business and accelerating the company's online revenue growth worldwide. The company will add over 30 new positions, leveraging the wealth of high-caliber talent in this market.

"The world-class e-commerce talent we will recruit will have the opportunity to lead global online initiatives, experiment with new technologies, and be part of a global team whose mission is to unlock growth opportunities for our iconic brands and valued customers," said Mark Tarchetti, Newell Rubbermaid's Chief Development Officer. "E-commerce is our single biggest growth opportunity and this is a transformative building block of the Growth Game Plan."

"We are setting the course for global e-commerce with an omni-channel approach for our brands, increasing collaboration and growth with our customers, fostering new business development opportunities and creating a seamless experience for our consumers," said Jeremy Liebowitz, Vice President, Global E-Commerce. "The ongoing expansion of our global e-commerce team will help us work towards our ambition to enable anyone in our key countries across the world to find Newell Rubbermaid products online and purchase them on any device."

The new e-commerce team will focus on demand creation and the quality of experience online. They will partner with the company's existing customer partners and where appropriate build direct to consumer relationships. This integrated group will include analysts, production and operation specialists for each of Newell Rubbermaid's business segments and customers. The strengthened analytics capability will offer deeper analysis and insights to digital consumers' purchase behavior. The new production and operations roles will enable Newell Rubbermaid to deliver more creative assets to its retail customers. The e-commerce team in New York will work alongside existing e-commerce talent globally, including larger content optimization teams in North Carolina and at the company's headquarters in Georgia.

### **About Newell Rubbermaid**

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2013 sales of \$5.7 billion and a strong portfolio of leading brands, including Sharpie®, Paper Mate®, Rubbermaid Commercial Products®, Irwin®, Lenox®, Parker®, Waterman®, Rubbermaid®, Levolor®, Calphalon®, Goody®, Graco®, Aprica® 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](http://www.newellrubbermaid.com).

SOURCE Newell Rubbermaid

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