



Newell Brands Completes Divestiture of The United States Playing Card Company

December 31, 2019

ATLANTA--(BUSINESS WIRE)--Dec. 31, 2019-- Newell Brands Inc. (NASDAQ: NWL) announced today that it has completed the sale of The United States Playing Card Company ("USPC") to Cartamundi Group. USPC, based in Erlanger, KY is the leader in the production and distribution of premier brands of playing cards, including BICYCLE®, BEE®, AVIATOR®, HOYLE®, and FOURNIER®. This transaction marks the conclusion of the Accelerated Transformation Plan that the company had initiated in January 2018.

About Newell Brands

Newell Brands (NASDAQ: 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®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.



View source version on businesswire.com: <https://www.businesswire.com/news/home/20191231005153/en/>

Source: Newell Brands Inc.

Investors:

Nancy O'Donnell
SVP, Investor Relations and Communications
+1 (770) 418-7723
nancy.odonnell@newellco.com

Media:

Claire-Aude Staraci
Director, External Communications
+1 (201) 610-6717
claireaude.staraci@newellco.com