



Newell Brands Named One of America's Most Reputable Companies

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Ranked #46 on the Reputation Institute's 2018 Most Reputable Companies List

HOBOKEN, N.J.--(BUSINESS WIRE)-- Newell Brands Inc. (NYSE: NWL) announced today its inclusion on the Reputation Institute's 2018 US RepTrak® 100 rankings of America's Most Reputable Companies published by Forbes Magazine.

"We are honored to be included in this distinguished list of companies recognized for public perception of a variety of dimensions we deem important to the success of our company," said Newell Brands' Chief Executive Officer Michael Polk. "Differentiated products and brands coupled with best-in-class innovation is a winning equation for Newell Brands. As a company, we proudly look to build upon these principles every day to make life better for our consumers."

As the leading provider of stakeholder measurement, membership and management services, the Reputation Institute collected more than 52,000 individual ratings in the first quarter of 2018 to determine company rank.

The US RepTrak® 100 rankings evaluate the relationship between stakeholders and companies and consequently, how these connections impact actions such as purchasing products, recommending the brand and investing in or working for the company. With more than 880 companies in consideration, Newell Brands ranked #46, up from #70 in 2017.

The complete list of the US RepTrak® 100 companies can be found online via Forbes.com at <https://www.forbes.com/sites/vickyvalet/2018/04/17/americas-most-reputable-companies-2018>.

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®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington 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/20180425005961/en/>

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