SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 10-Q

Quarterly Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934 for the Quarterly Period Ended September 30, 2003

Commission File Number 1-9608

NEWELL RUBBERMAID INC.

(Exact name of registrant as specified in its charter)

DELAWARE

36-3514169

(State or other jurisdiction of incorporation or organization)

(I.R.S. Employer Identification No.)

Deerfield Corporate Centre One 13010 Morris Road, Suite 100 Alpharetta, Georgia 30004 (Address of principal executive offices) (Zip Code)

(770) 670-2232

(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months, and (2) has been subject to such filing requirements for the past 90 days.

Yes /x/ No / /

Indicate by check mark whether the registrant is an accelerated filer (as defined in Rule 12b-2 of the Exchange Act).

Yes /x/ No / /

Number of shares of common stock outstanding (net of treasury shares) as of October 24, 2003: 274.4 million.

PART I. FINANCIAL INFORMATION

ITEM 1. FINANCIAL STATEMENTS

NEWELL RUBBERMAID INC. AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS (UNAUDITED) (DOLLARS AND SHARES IN MILLIONS, EXCEPT PER SHARE DATA)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2003	2002	2003	2002
Net sales	\$1,944.7	\$1,948.3	—— ——\$5,657.2	\$5,440.3
Cost of products sold	1,422.5	1,398.0	4,121.6	3,950.3
GROSS MARGIN	522.2	550.3	1,535.6	1,490.0
Selling, general and administrative expenses	328.3	341.7	1,002.5	970.9
Restructuring costs	48.4	51.2	166.0	69.8
OPERATING INCOME	145.5	157.4	367.1	449.3
Nonoperating expenses:				
<u>Interest expense</u>	27.4	29.7	88.0	84.1
Other, net	7.2	13.7	35.2	39.7
Net nonoperating expenses	34.6	43.4	123.2	123.8
INCOME BEFORE INCOME TAXES AND				
CUMULATIVE EFFECT OF ACCOUNTING CHANGE	110.9	114.0	243.9	325.5
Income taxes	35.7	37.8	78.9	109.8
INCOME BEFORE CUMULATIVE				
EFFECT OF ACCOUNTING CHANGE	75.2	76.2	165.0	215.7
Cumulative effect of accounting change, net of tax				514.9

NET INCOME (LOSS)	75.2	76.2	165.0	(299.2)
Weighted average shares outstanding:				
Basic	274.4	267.2	274.0	267.0
- Diluted	274.4	277.7	274.3	267.7
Earnings (loss) per share:				
— Basic – Before cumulative effect of accounting change —	\$0.27	\$0.29	\$0.60	\$0.81
Cumulative effect of accounting change	40.2.	40.20	40.00	(1.93)
Net income (loss) per common share	\$0.27	\$0.29	\$0.60	(\$1.12)
— Diluted —				
Before cumulative effect of accounting change	\$0.27	\$0.29	\$0.60	\$0.81
Cumulative effect of accounting change	<u> </u>	<u> </u>	-	(1.93)
Net income (loss) per common share	\$0.27	\$0.29	\$0.60	(\$1.12)
Dividends per share	======= \$0.21		 \$0.63	 \$0.63

SEE NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED).

- NEWELL RUBBERMAID INC. AND SUBSIDIARIES
- CONSOLIDATED BALANCE SHEETS
- (DOLLARS IN MILLIONS)

	September 30,	December
	2003	2002
	(UNAUDITED)	
-ASSETS	,	
-CURRENT ASSETS:		
Cash and cash equivalents	\$77.1	\$55.
Accounts receivable, net	1,392.6	1,377.
Inventories, net	1,271.2	1,196.
Deferred income taxes	200.4	213.
Prepaid expenses and other	221.2	237.
TOTAL CURRENT ASSETS	3,162.5	3,080.
OTHER ASSETS	316.3	
PROPERTY, PLANT AND EQUIPMENT, NET	1,816.7	1,812.
GOODWILL, NET	2,298.1	1,847.
OTHER INTANGIBLE ASSETS, NET	373.5	362.
TOTAL ASSETS	\$7,967.1	\$7,388.

SEE NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED).

- NEWELL RUBBERMAID INC. AND SUBSIDIARIES
- CONSOLIDATED BALANCE SHEETS (CONT.)
- (DOLLARS AND SHARES IN MILLIONS, EXCEPT PER SHARE DATA)

	September 30,	December
	(UNAUDITED)	
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT TABILITIES:		
Notes payable	\$31.6	\$25.
Accounts payable	815.9	686.
Accrued compensation	117.5	153.
Other accrued liabilities	1,062.5	195.
Income taxes	139.0	1, 100.
Current portion of long term debt	30.8	424.
TOTAL CURRENT LIABILITIES	2,197.3	2,614.
LONG-TERM DEBT	2,538.8	1,856.
OTHER NONCURRENT LIABILITIES	402.4	349.
DEFERRED INCOME TAXES	2.3	4
COMPANY ORITGATED MANDATORTLY REDEEMARLE	2.0	٠.
CONVERTIBLE PREFERRED SECURITIES OF A		
SUBSIDIARY TRUST	500.0	500.
STOCKHOLDERS' EQUITY:		
Common stock, authorized shares,		
800.0 million at \$1.00 par value	290.1	283.
Outstanding shares:		
2003 290.1 million		
2002 283.1 million		
Treasury stock, at cost;	(411.6)	(409.
Shares held:	('''	(
2003 15.7 million		
2002 15.7 million		
Additional paid-in capital	438.2	237
Retained earnings	2,135.1	2,143.
Accumulated other comprehensive loss	(125.5)	(190.
Accamatated other comprehensive 1035	(123.3)	(130.
TOTAL STOCKHOLDERS' EQUITY	2,326.3	2,063.
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$7,967.1	\$7,388.

SEE NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED).

NEWELL RUBBERMAID INC. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)
(DOLLARS IN MILLIONS)

Nine Months Ended September 30,
2003 2002

OPERATING ACTIVITIES:
Net income (loss)
Adjustments to reconcile net income (loss)
to net cash provided by operating activities:

Culliu	active errect or accounting change		314.3
Depre	eciation and amortization	208.6	218.4
	red income taxes	9.6	31.9
	ish restructuring and restructuring related charges	73.0	44.7
	on sale of business	20.5	
- Other		30.7	35.2
	in current accounts excluding the	3311	55.2
effec	ets of acquisitions:		
	unts receivable	51.7	12.0
	tories	(44.8)	(65.2)
	- current assets	7.1	(21.8)
	ints payable	112.3	106.1
	ned liabilities and other	(213.2)	(7.8)
7,001 0	Tradition and other	(210.2)	(1.0)
NET CASE	PROVIDED BY OPERATING ACTIVITIES	420.5	569.2
NET CASI	TINOVIDED DI GIENATING ACTIVITIES	420.5	303.2
TNIVECTIA	IG ACTIVITIES:		
	ions, net of eash acquired	(460.0)	(228.5)
Evnendit	ures for property, plant and equipment	(247.1)	(185.2)
	business	10.2	(103.2)
	s of noncurrent assets and other	10.2	7.0
Disposal	.s or noncurrent assets and other		<i>i</i> . o
NET CASL	USED IN INVESTING ACTIVITIES	(696.9)	(405.9)
WET CASE	1 USED IN INVESTING ACTIVITIES	(696.9)	(405.9)
ETNANCTA	IG ACTIVITIES:		
	rom issuance of debt	1,040.5	523.1
	from issuance of stock	200.1	323.1
	on notes payable and long term debt	(776.7)	(535.8)
Cash div		(173.1)	(168.2)
	ruchus From exercised stock options and other	6.0	(188.2) 16.3
Proceeds	THOM exercised stock options and other	0.0	10.3
NET CACL	I DROVIDED BY (HEED IN) EINANCING ACTIVITIES	296.8	(164.6)
NET CASE	FROVIDED BY (USED IN) FINANCING ACTIVITIES	296.8	(164.6)
	water affect on each	1.6	1.0
Exchange	rate effect on cash	1.6	1.2
TNCDEACE	(DECDEACE) THE CACH AND CACH FOUTVALENTS	22.0	(0.1)
200kE/ASE	(DECREASE) IN CASH AND CASH EQUIVALENTS	==	(0.1)
- casn and	Leash equivalents at beginning of year	55.1	6.8
CACH AND	A CACH FOUTVALENTS AT END OF DEDTOD	ф77 4	ФС 7
- CASH AND	CASH EQUIVALENTS AT END OF PERIOD	\$77.1	\$6.7

SEE NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED).

NEWELL RUBBERMAID INC. AND SUBSIDIARIES
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

Cumulative effect of accounting change

NOTE 1 BASIS OF PRESENTATION

The accompanying unaudited consolidated financial statements of Newell Rubbermaid Inc. (collectively with its subsidiaries, the "Company") have been prepared pursuant to the rules and regulations of the Securities and Exchange Commission, and do not include all the information and notes required by generally accepted accounting principles for complete financial statements. In the opinion of management, the unaudited consolidated financial statements include all adjustments, consisting of only normal recurring accruals, considered necessary for a fair presentation of the financial position and the results of operations. It is suggested that these unaudited consolidated financial statements be read in conjunction with the financial statements and the notes thereto included in the Company's latest Annual Report on Form 10-K.

SEASONAL VARIATIONS: The Company's product groups are only moderately affected by seasonal trends. The Rubbermaid and Calphalon Home business segments typically have higher sales in the second half of the year due to retail stocking related to the holiday season; the Irwin business segment typically has higher sales in the second and third quarters due to an increased level of do it yourself projects completed in the summer months; and the Sharpie business segment typically has higher sales in the second and third quarters due to the back to school season. Because these seasonal trends are moderate, the Company's consolidated quarterly sales generally do not fluctuate significantly.

FAIR VALUE OF STOCK OPTIONS: On May 7, 2003, the Company's
 stockholders approved the Newell Rubbermaid Inc. 2003 Stock Plan (the
 "2003 Plan"). The 2003 Plan provides for grants of up to an aggregate
 of 15.0 million stock options, stock awards and performance shares
 (except that no more than 3.0 million of those grants may be stock
 awards and performance shares). Under the 2003 Plan, the option

exercise price will equal the common stock's closing price on the date
of grant. Options will vest over five years (which may be shortened
to no less than three years) and expire ten years from the date of
grant. Also, under the 2003 Plan, none of the restrictions on stock
awards will lapse earlier than the third anniversary of the date of
grant.

The Company's stock option plans are accounted for under Accounting
Principles Board Opinion No. 25. As a result, the Company grants fixed
stock options under which no compensation cost is recognized. Had
compensation cost for the plans been determined consistent with
Statement of Financial Accounting Standard No. 123 (FAS 123),
"Accounting for Stock Based Compensation," the Company's net income
and earnings per share would have been reduced to the following pro
forma amounts for the three and nine months ended September 30, (IN
MILLIONS, EXCEPT PER SHARE DATA):

	Three Months Ended September 30,		Nine Mont	ths Ended Her 30,
	2003	2002	2003	2002
Net income (loss):				
As reported	\$75.2	\$76.2	\$165.0	(\$299.2)
Fair value option expense	(4.7)	(4.2)	(14.1)	(12.6)
Pro forma	\$70.5	\$72.0	\$150.9	(\$311.8)
Basic earnings (loss) per share:				
As reported	\$0.27	\$0.29	\$0.60	(\$1.12)
Pro forma	0.26	0.27	0.55	(1.17)
Diluted earnings (loss) per share:				
As reported	\$0.27	\$0.29	\$0.60	(\$1.12)
Pro forma	0.26	0.27	0.55	(1.16)

RECENT ACCOUNTING PRONOUNCEMENTS: In January 2003, the Financial Accounting Standards Board (FASB) issued Interpretation No. 46, Consolidation of Variable Interest Entities, an Interpretation of Accounting Research Bulletin No. 51 (the Interpretation). The Interpretation introduces a new consolidation model interests model which determines control and consolidation based on potential variability in gains and losses of the entity being evaluated for consolidation. Under the Interpretation, variable interest entities (VIEs) are to be evaluated for consolidation based on their variable interests. Variable interests are contractual, ownership, or other interests in an entity that expose their holders to the risks and rewards of the VIE. Variable interests include equity investments, loans, leases, derivatives, guarantees, and other instruments whose values change with changes in the VIE's assets. provisions of the Interpretation apply to interest in VIE's acquired before February 1, 2003. A FASB Staff Position issued in October 2003 deferred the effective date of the Interpretation to the first interim or annual period ending after December 15, 2003 for entities created before February 1, 2003. The Company is currently evaluating the impact FIN 46 will have on its financial statements for any VIE created before February 1, 2003 in which the Company has an interest.

In April 2003, the FASB issued Statement of Financial Accounting
Standard No. 149 (FAS 149), "Amendment of Statement 133 on Derivative
Instruments and Hedging Activities." FAS 149 amends and clarifies
financial accounting and reporting for derivative instruments,
including certain derivative instruments embedded in other contracts
(collectively referred to as derivatives) and for hedging activities
under FASB Statement No. 133, "Accounting for Derivative Instruments
and Hedging Activities." The statement improves financial reporting
by requiring that contracts with comparable characteristics be
accounted for similarly, which will result in more consistent
reporting of contracts as either derivatives or hybrid instruments.
The Company adopted the provisions of FAS 149, effective June 30,
2003. Adoption of this standard did not have a material effect on the
Company's financial statements.

In May 2003, the FASB issued Statement of Financial Accounting
Standard No. 150 (FAS 150), "Accounting for Certain Financial
Instruments with Characteristics of both Liabilities and Equity." FAS
150 establishes standards for how an issuer classifies and measures

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certain financial instruments with characteristics of both liabilities and equity. On October 29, 2003 the FASB deferred, indefinitely, the application of paragraphs 9 and 10 of FAS 150 as it relates to mandatorily redeemable non controlling interests in consolidated subsidiaries that would not be recorded as liabilities under FAS 150 by such subsidiaries. The adoption of the remainder of FAS 150 on July 1, 2003, had no impact on the Company's consolidated financial statements.

RECLASSIFICATIONS: Certain 2002 amounts have been reclassified to conform to the 2003 presentation.

NOTE 2 - CHANGES IN ACCOUNTING PRINCIPLE

Effective January 1, 2002, the Company adopted Statement of Financial Accounting Standards No. 142 (FAS 142), "Goodwill and Other Intangible Pursuant to the adoption of FAS 142, the Company performed the required impairment tests of goodwill and indefinite lived intangible assets and recorded a pre tax goodwill impairment charge of \$538.0 million, \$514.9 million net of tax, in the first quarter of 2002. In determining the goodwill impairment, the Company measured the impairment loss as the excess of the carrying amount of goodwill (which included the carrying amount of trademarks) over the implied fair value of goodwill (which excluded the fair value of identifiable trademarks). The Company conducts annual impairment tests in the third quarter and also tests for impairment if events or circumstances occur subsequent to the Company's annual impairment tests that would more likely than not reduce the fair value of a reporting unit below its carrying amount. For the nine months ended September 30, 2003, no such impairment charges have been recorded.

A summary of changes in the Company's goodwill during the nine months
ended September 30, 2003 is as follows (IN MILLIONS):

Balance at December 31, 2002	\$1,847.3
	432.8
Other (primarily foreign exchange)	18.0
Polonos et Contembor 20 2002	¢2 200 1
Balance at September 30, 2003	\$2,298.1

NOTE 3 ACQUISITIONS AND DIVESTITURES

-ACQUISITIONS

Effective January 1, 2003, the Company completed its acquisition of American Saw & Mfg. Co. (Lenox), a leading manufacturer of power tool accessories and hand tools marketed under the Lenox brand. The purchase price was approximately \$450 million. This purchase marks the continued expansion and enhancement of the Company's product lines and customer base in the global power tool accessories and hand tools market and strengthens the Company's platform in the professional and fast growing "do it yourself" channels. Lenox had 2002 net sales of \$185.4 million and is included in the Irwin operating segment.

On April 30, 2002, the Company completed the purchase of American Tool Companies, Inc. ("American Tool"), a leading manufacturer of hand tools and power tool accessories. The Company had previously held a 49.5% stake in American Tool, which had been accounted for under the equity method prior to acquisition. The purchase price was \$467

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— million, which included \$197 million for the majority 50.5% ownership — stake, the repayment of \$243 million in American Tool debt and \$27 — million of transaction costs.

The 2003 and 2002 transactions were accounted for as purchases;
therefore, results of operations are included in the accompanying
Consolidated Financial Statements since their respective acquisition
dates. The acquisition costs for 2003 were allocated on a preliminary
basis to the fair market value of the assets acquired and liabilities
assumed. The Company's final integration plans may include exit costs
for certain plants and product lines and employee termination costs.
The final adjustments to the purchase price allocations are not
expected to be material to the Consolidated Financial Statements.

The Company continues to formulate integration plans for Lenox and
 other acquisitions. In 2003, integration plans for acquired
 businesses resulted in integration plan liabilities of \$14.1 million

for facility and other exit costs, \$10.4	
— severance and termination benefits and \$ — acquisition contingencies.	6.2 million for other pre-
acquisteron contingenoies?	
— The unaudited consolidated results of op-	erations on a pro forma basis

The unaudited consolidated results of operations on a pro forma basis,
 as though the 2003 and 2002 acquisitions of Lenox and American Tool,
respectively, had been completed on January 1, 2002, are as follows
for the three months and nine months ended September 30, (IN MILLIONS,
EXCEPT PER SHARE AMOUNTS):

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2003	2002	2003	2002
Net sales	\$1,944.7	\$1,996.9		\$5,722.1
Income before accounting change	\$75.2	\$83.7	\$165.0	\$230.3
Basic carnings per share before accounting change	\$0.27	\$0.31	\$0.60	\$0.8
Net income (loss)	\$75.2	\$83.7	\$165.0	(\$284.7
Basic earnings (loss) per share	\$0.27	\$0.31	\$0.60	(\$1.(

DIVESTITURES

On March 27, 2003, the Company completed the sale of its Cosmolab business, a division of the Sharpie segment, for approximately \$13.0 million. The Cosmolab business had annual net sales of approximately \$50 million. The Company used the proceeds from the sale to reduce its commercial paper borrowings. The Company recorded a pre tax loss on the sale of \$21.2 million in the first quarter of 2003 as a component of Other, net in the Consolidated Statement of Operations.

NOTE 4 RESTRUCTURING COSTS

The Company continues to record restructuring charges associated with the Company's strategic restructuring plan announced on May 3, 2001.

The specific objectives of the plan are to streamline the Company's supply chain to be the low cost global provider throughout the Company's portfolio by reducing worldwide headcount and consolidating duplicative manufacturing facilities, over a three year period beginning in 2001. In the third quarter of 2003, the Company expanded the scope and estimated cost of its original restructuring plan.

The original plan estimated approximately \$350 million in total restructuring charges. The revised restructuring plan (the "revised plan") estimates total charges ranging from \$460 million to \$480 million. The increase in total charges from the original restructuring plan is related to the currency translation impact for future European projects (as the Euro and British Pound have significantly strengthened against the US dollar) and the addition of high return projects primarily in the Company's American Tool

Pre-tax restructuring costs consisted of the following (IN MILLIONS):

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2003	2002	2003	2002
Facility and other exit costs	\$10.7	\$13.7	\$67.3	\$18.
Employee severance and termination benefits	31.1	30.5	88.5	43.
Exited contractual commitments and other	6.6	7.0	10.2	7.
Recorded as Restructuring Costs	\$48.4	\$51.2	\$166.0	\$69.

Restructuring provisions were determined based on estimates prepared at the time the restructuring actions were approved by management, and also include amounts recognized as incurred. Cash paid for restructuring activities was \$77.7 million and \$41.7 million in the first nine months of 2003 and 2002, respectively. A summary of the Company's restructuring plan reserves is as follows (IN MILLIONS):

12/21/01		Coctc	00/20/02
12/31/01		00313	03/30/02
Palanco	Drovicion	Incurred	Palanco
Datance	1104131011	Incurre	Datance

Facility and other exit costs	\$20.1	\$18.4	(\$11.5)	\$27.0
Employee severance and termination benefits	6.2	43.8	(28.1)	21.9
Exited contractual commitments and other	1.9	7.6	(5.6)	3.9
	\$28.2 	\$69.8 	(\$45.2)	\$52.8
	12/31/02		Costs	09/30/03
	Balance	Provision	Incurred	Balance
Facility and other exit costs	\$36.1	\$67.3	(\$58.6)	\$44.8
Employee severance and termination benefits	41.1	88.5	(69.7)	59.9
Exited contractual commitments and other	2.1	10.2	(11.8)	0.5
	\$79.3	\$166.0	(\$140.1)	\$ 105.2
			`	

The facility and other exit cost reserves are primarily related to future minimum lease payments on vacated facilities and other closure costs.

Under the revised plan, the Company expects to exit 84 facilities and reduce headcount by approximately 12,000 people. At the plan's completion, the Company expects total annual savings of between \$150 and \$175 million (\$125 to \$135 million related to the reduced

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headcount, \$10 to \$15 million related to reduced depreciation, and \$15 to \$25 million related to other cash savings). As of September 30, 2003, restructuring reserves held on the Company's books were representative of approximately 100 individual restructuring plans.

The following table depicts the material changes in these plans for the nine months ended September 30, aggregated by reportable business segment:

	12/31/01		Costs	09/30/0
Segment	<u>Balance</u>	<u>Provision</u>	Incurred	Balance
Rubbermaid	\$3.1	\$7.6	(\$7.0)	\$3.7
Sharpie	2.0	4.9	(3.8)	3.1
Irwin	14.1	33.2	(14.9)	32.4
Calphalon Home	2.5	14.0	(10.8)	5.7
Corporate	6.5	10.1	(8.7)	7.9
	\$28.2	\$69.8	(\$45.2)	\$52.8
Segment	12/31/02 Balance	Provision	Costs Incurred	
Segment Rubbermaid				Balanco
	Balance	Provision	Incurred	Balanco \$16.9
	Balance \$11.9	Provision \$33.0	(\$28.0)	### Balance ### \$16.9 ### 22.7
Rubbermaid Sharpie	\$11.9 22.5	Provision \$33.0 24.9	(\$28.0) (24.7)	\$16.9 22.7 32.0
Rubbermaid Sharpie Irwin	\$11.9 22.5 12.8	Provision \$33.0 24.9 44.0	(\$28.0) (24.7) (24.8)	\$16.6 22.7 32.6 20.1
Rubbermaid Sharpie Irwin Calphalon Home	\$11.9 22.5 12.8 11.6	#33.0 24.9 44.0 61.2	(\$28.0) (24.7) (24.8) (52.7)	99/30/0 Balance \$16.9 22.7 32.0 20.1 13.5

In the first nine months of 2003, the Company incurred facility exit—costs and employee severance and termination benefit costs for—approximately 4,400 employees. Under the restructuring plan, 73—facilities have been exited and headcount has been reduced by 9,200—employees.

In 2003, the Company announced its intention to close one of its manufacturing facilities in the Calphalon Home operating segment by the end of 2003. As a result of this decision, the Company evaluated its long-lived assets, primarily property, plant and equipment, for impairment and recorded a non each restructuring charge of \$30.5 million. The amount of the impairment was determined using a discounted each flow analysis.

In 2003, the Company recorded a non eash restructuring charge of \$14.0 million relating to the curtailment of a pension plan associated with the closure of one of the Company's exited facilities. The non eash restructuring charge has been included in employee severance and

termination benefits as disclosed in the table above.

NOTE 5 INVENTORIES

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	September 30, 2003	December 31, 2002
— Materials and supplies	\$313.9	\$398.8
	185.4	174.9
Finished products	771.9	712.5
	\$1,271.2	\$1,196.2
	========	

NOTE 6 LONG TERM DEBT

The following is a summary of long term debt (IN MILLIONS):

	September 30, 2003	December 31 2002
Medium term notes	\$1,712.6	\$1,680.9
Commercial paper	398.2	140.0
Preferred debt securities	450.0	450.0
Other long term debt	8.8	9.7
Total debt	2,569.6	2,280.6
Current portion of long term debt	(30.8)	(424.0)
Long term Debt	\$2,538.8	\$1,856.6

On June 13, 2003, Newell Rubbermaid rolled over the \$650.0 million 364 day Revolving Credit Facility that was terminating on June 14, 2003. The new agreement consists of 19 participating banks and will mature on June 11, 2004. The revolver requires, among other things, that the Company maintain certain interest coverage and total indebtedness to total capital ratios, as defined in the agreement. The agreement also limits subsidiary indebtedness. As of September 30, 2003, the Company was in compliance with this agreement. No amounts are outstanding under the Revolving Credit Facility as of September 30, 2003.

On May 6, 2003, the Company issued \$400.0 million of medium term notes with seven year and two year maturities. The \$400.0 million of medium term notes consist of \$250.0 million in 4.00% notes due 2010 and \$150.0 million in 2.00% notes due 2005. The seven year notes pay interest semi annually on May 1 and November 1 until final maturity on May 1, 2010. The two year notes pay interest semi annually on May 1 and November 1 until final maturity on May 1, 2005. The proceeds of these issuances were used to pay down commercial paper. These issuances are reflected in the outstanding amount of medium term notes noted above and the entire amount is considered to be long term debt.

On January 10, 2003, the Company completed the sale of 6.67 million shares of its common stock at a public offering price of \$30.10 per share pursuant to a shelf registration statement filed with the Securities and Exchange Commission. Total proceeds from the sale were approximately \$200.8 million, resulting in net proceeds to the Company, before expenses, of \$200.1 million. The proceeds were used to reduce the Company's commercial paper borrowings.

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Through the first nine months of 2003, the Company has terminated certain interest rate swap agreements prior to their scheduled maturities. The following table summarizes the arrangements of each interest rate swap termination that occurred through the nine months ended September 30, 2003:

		Fair value or	Unamor Lized
Date of Interest Rate	Total Cash	the Terminated	Gain as of
Swan Tormination	Possived	Swans	0/20/02
Swap rermination	Received	- Swaps	9/30/03
Contombor 20 2002	ወሬ /	EE D	<u> </u>

September 30, 2003 \$6.4 \$6.0

September 15, 2003	5.7	5.4	5.3
June 16, 2003	11.4	10.8	9.8
February 24, 2003	21.0	17.3	14.7
— Total	\$44.5	\$39.5	\$35.8
	·	•	•

The cash received relating to the fair value of the swaps has been included in Other as an operating activity in the Consolidated

Statement of Cash Flows. The unamortized gain on the terminated interest rate swaps is accounted for as long term debt (of which \$9.0 million is classified as current). The unamortized gain will be amortized as a reduction to interest expense over the remaining term of the underlying debt.

NOTE 7 - EARNINGS PER SHARE

The calculation of basic and diluted earnings per share for the three and nine months ended September 30, is shown below (IN MILLIONS, EXCEPT PER SHARE DATA):

	Basic	"In the Money"	Convertible Preferred	- Diluted
	Method	Options(1)	Securities(2)	Method
QUARTER ENDED SEPTEMBER 30, 2003				
Net income	\$75.2			\$75.2
Weighted average shares outstanding	274.4			274.4
Earnings per share	\$9.27			\$0.27
QUARTER ENDED SEPTEMBER 30, 2002				
Net income	\$76.2	<u> </u>	4.4	\$80.6
Weighted average shares outstanding	267.2	0.6	9.9	277.7
Earnings per share	\$0.29			\$0.29
NINE MONTHS ENDED SEPTEMBER 30, 2003				
Net income	\$165.0			\$165.0
Weighted average shares outstanding	274.0	0.3		274.3
Earnings per share	\$9.60			\$0.60
NINE MONTHS ENDED SEPTEMBER 30, 2002				
Income before cumulative effect of				
accounting change	\$215.7			\$215.7
Weighted average shares outstanding	267.0	0.7		267.7
Earnings per share	\$0.81			\$0.81

Not loss	(\$200.2)	(\$200.2)
NCC 1033	(4233.2)	(Ψ233.2)
Waighted average charge outstanding	267.0 0.7	267.7
weighted average shares odestanding	207.0	201.1
Loss par share	(¢1 12)	(\$1.12)

- (1) The weighted average shares outstanding for the three months ended September 30, 2003 and 2002 exclude
 approximately 10.0 million and 4.4 million stock options, respectively, and approximately 8.0 million and 4.4
 million stock options for the nine months ended September 30, 2003 and 2002, respectively, because such
 options had an exercise price in excess of the average market value of the Company's common stock during the
 respective periods and would, therefore, be anti-dilutive.
 - (2) The convertible preferred securities are anti-dilutive for the three months ended September 30, 2003 and for the nine months ended September 30, 2003 and 2002, and therefore have been excluded from diluted earnings per share. Had the convertible preferred shares been included in the diluted earnings per share calculation, net income would be increased by \$4.2 million for the three months ended September 30, 2003, and by \$12.6 million and \$13.2 million for the nine months ended September 30, 2003 and 2002, respectively, and weighted average shares outstanding would have increased by 9.9 million shares in all periods.

NOTE 8 - ACCUMULATED OTHER COMPREHENSIVE INCOME (LOSS)

— Accumulated other comprehensive income (loss) encompasses net after—tax unrealized gains or losses on securities available for sale,—foreign currency translation adjustments, net losses on derivative—instruments and net minimum pension liability adjustments and is—recorded within stockholders' equity.

The following table displays the components of accumulated other comprehensive income or loss (IN MILLIONS):

	Foreign Currency Translation Loss	After-tax — Derivatives — Hedging — Gain	After-tax Minimum Pension Liability	Accumulated Other Comprehensiv Loss
Balance at December 31, 2002	(\$115.1)	\$0.4	(\$75.5)	(\$190.2)
Current year change	54.0	4.0	6.7	64.7

Total comprehensive income (loss) amounted to the following (IN MILLIONS):

	Three Months Ended September 30,			
	2003	2002	2003	2002
Net income (loss)	 \$75.2	\$76.2	\$165.0	(\$299.2)
Foreign currency translation (loss) gain	(15.5)	5.1	54.0	
After tax derivatives hedging gain (loss)		(6.7)	4.0	12.9
After tax minimum pension liability	(0.2)		6.7	
Comprehensive income (loss)	\$60.0	\$74.6	\$229.7	(\$230.3)
				`===== ´

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NOTE 9 INDUSTRY SEGMENTS

In accordance with paragraph 26(a) of Statement of Financial Accounting Standards No. 131, "DISCLOSURES ABOUT SEGMENTS OF AN ENTERPRISE AND RELATED INFORMATION," the Company has aggregated certain of its operations segments into four reportable segments. The Company manages its business in these four operating segments that have been named for leading worldwide brands in the Company's product portfolio. In the first quarter of 2003, the Company realigned its Eldon and Panex divisions out of its Sharpie and Calphalon Home operating segments, respectively, and into its Rubbermaid operating segment (prior years' segment data has been reclassified to conform to the current segment structure). This realignment reflects the Company's focus on building large consumer brands, promoting organizational integration and operating efficiencies and aligning the businesses with the Company's strategic account management strategy. In addition, the realignment reflects the revised management and selling structure of the Company. The Company's segment results are as follows (IN MILLIONS):

		Three Months Ended September 30,		ths Ended ber 30,
	2003	2002	2003	2002
NET SALES (1)				
Rubbermaid	\$767.8	\$759.3	\$2,237.1	\$2,207.
Sharpie	389.1	412.1	1,168.6	1,178.
<u>Irwin</u>	521.2	479.3	1,523.8	1,257.
Calphalon Home	266.6	297.6	727.7	797.
	\$1,944.7	\$1,948.3	\$5,657.2	\$5,440.
OPERATING INCOME (2) Rubbermaid Sharpie	\$58.8 62.8	\$77.6 74.4	\$166.1 200.2	\$190.4 196.
Irwin	71.0	32.8	166.2	94.0
Calphalon Home	12.2	31.3	25.0	60.
	(10.9)	(7.5)	(24.4)	(22.
Corporate (3)			` ,	
Corporate (3) Restructuring Costs	(48.4)	(51.2)	(166.0)	(69.6
Corporate (3)		` ,	(166.0) \$367.1	•

Rubbermaid	\$1,873.5	\$1,847.2
Sharpie	940.6	991.5
Irwin	1,372.1	1,226.4
Calphalon Home	710.3	709.8
Corporate (4)	3,070.6	2,614. 6
	\$7,967.1	\$7,388.9
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GEOGRAPHIC AREA INFORMATION

				ths Ended
			Septem	ber 30,
	2003	2002	2003	2002
NET SALES				
United States	\$1,382.2	\$1,427.5	\$4,003.6	\$3,981.
Canada	97.9	83.1	268.5	228.
Carrada	31.3	03.1	200.5	220.
North America	1,480.1	1,510.6	4,272.1	4,210.
Europe	358.8	347.0	1,090.2	967.
Central and South America	65.7	66.2	187.2	190.
All other	40.1	24.5	107.7	72.
	\$1,944.7	\$1,948.3	\$5,657.2	 \$5,440.
	=======	=======		
OPERATING INCOME				
United States	\$130.2	\$150.3	\$341.8	\$382.
Canada	21.6	12.8	46.1	27 .
North America	151.8	163.1	387.9	409.
Europe	(13.8)	(15.5)	(44.4)	7 .
Central and South America	(1.7)	7.6	6.9	21.
All other	<u>9.2</u> ^	2.2	16.7	11.
	\$145.5	\$157.4	\$367.1	\$449.
			September 30,	- December
			2003	2002
IDENTIFIABLE ASSETS (5)				
United States			\$5,650.1	\$5,151.
Canada			138.5	115 .
North America			5,788.6	5,266 .
Europe			1,832.6	1,802.
Central and South America			236.4	224.
All other			109.5	95.
			\$7,967.1	\$7,388
			Ψ1,301.1	Ψ1,300.

- 1) All intercompany transactions have been eliminated. Sales to Wal*Mart Stores, Inc. and subsidiaries amounted to approximately 16% and 15% of consolidated net sales in the first nine months of 2003 and 2002, respectively. Sales to no other customer exceeded 10% of consolidated net sales for either period.
- 2) Operating income is net sales less cost of products sold, selling, general and administrative expenses, and restructuring costs. Certain headquarters expenses of an operational nature are allocated to business segments and geographic areas primarily on a net sales basis. Trade names amortization is considered a corporate expense and not allocated to business segments.
- 3) Corporate operating expenses consist primarily of administrative costs that cannot be allocated to a particular segment.
- 4) Corporate assets primarily include trade names, goodwill, equity investments and deferred tax assets.
- 5) Transfers of finished goods between geographic areas are not significant.

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its business. These proceedings include claims for damages arising out of use of the Company's products, allegations of infringement of intellectual property, commercial disputes and employment related matters, as well as environmental matters. Some of the legal proceedings include claims for punitive as well as compensatory damages, and a few proceedings purport to be class actions.

Although management of the Company cannot predict the ultimate outcome of these legal proceedings with certainty, it believes that the ultimate resolution of the Company's legal proceedings, including any amounts it may be required to pay in excess of amounts reserved, will not have a material effect on the Company's financial statements.

In the normal course of business and as part of its acquisition and divestiture strategy, the Company may provide certain representations and indemnifications related to legal, environmental, product liability, tax or other types of issues. Based on the nature of these representations and indemnifications, it is not possible to predict the maximum potential payments under all of these agreements due to the conditional nature of the Company's obligations and the unique facts and circumstances involved in each particular agreement. Historically, payments made by the Company under these agreements did not have a material effect on the Company's business, financial condition or results of operation.

As of September 30, 2003, the Company has identified and quantified exposures under these representations and indemnifications of approximately \$46.0 million, which expire in 2006. As of September 30, 2003, no amounts have been recorded on the balance sheet related to these indemnifications, as the risk of loss is considered remote-

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TTEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF RESULTS OF OPERATIONS AND FINANCIAL CONDITION

RESULTS OF OPERATIONS

— The following table sets forth for the periods indicated items from the Consolidated Statements of Operations as a percentage of net—sales:

	Three Months Ended September 30,		Nine Mont Septemb	
	2003	2002	2003 	2002
Net sales	100.0%	100.0%		100.0%
Cost of products sold	73.1%	71.8%	72.9%	72.6%
GROSS MARGIN	26.9%	28.2%	27.1%	27.4%
Selling, general and administrative expenses	16.9%	17.5%	17.7%	17.8%
Restructuring costs	2.5%	2.6%	2.9%	1.3%
OPERATING INCOME	7.5%	8.1%	6.5%	8.3%
Nonoperating expenses:				

Interest expense Other, net	1.4%	1.5% 0.7%	1.6%	1.6% 0.7%
Net nonoperating expenses	1.8%	2.2%	2.2%	2.3%
INCOME BEFORE INCOME TAXES AND				
CUMULATIVE EFFECT OF ACCOUNTING CHANGE	5.7%	5.9%	4.3%	6.0%
Income taxes	1.8%	2.0%	1.4%	2.0%
INCOME BEFORE CUMULATIVE EFFECT OF				
ACCOUNTING CHANGE	3.9%	3.9%	2.9%	4.0%
Cumulative effect of accounting change	%	%	%	9.5%
NET INCOME (LOSS)	3.9%	3.9%	2.9%	(5.5)

THREE MONTHS ENDED SEPTEMBER 30, 2003 VS. THREE MONTHS ENDED
— SEPTEMBER 30, 2002

CONSOLIDATED OPERATING RESULTS:

Net sales for the three months ended September 30, 2003 (third quarter) were \$1,944.7 million, a decrease of \$3.6 million, or 0.2%, from \$1,948.3 million in the comparable quarter of 2002. The decrease resulted from the continued planned exit of high-risk customers and pricing declines, partially offset by a benefit from foreign currency translation and the impact of the Lenox acquisition.

Gross margin as a percentage of net sales in the third quarter of 2003 was 26.9%, or \$522.2 million, versus 28.2%, or \$550.3 million, in the comparable quarter of 2002. The reduction in gross margin is

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— primarily related to unfavorable pricing of 2.1% and lower
— manufacturing volumes as inventories were reduced by \$94 million in
— the third quarter and sales volumes were lower than prior year.

Selling, general and administrative expenses ("SG&A") in the third quarter of 2003 were 16.9% of net sales, or \$328.3 million, versus 17.5%, or \$341.7 million, in the comparable quarter of 2002. The decrease in SG&A is primarily the result of the Company's streamlining initiatives.

The Company recorded pre-tax strategic restructuring charges of \$48.4 million (\$32.8 million after taxes) and \$51.2 million (\$34.2 million after tax) in the third quarter of 2003 and 2002, respectively. The 2003 third quarter pre tax charge included \$10.7 million of facility and other exit costs, \$31.1 million of employee severance and termination benefits, and \$6.6 million in other restructuring costs. The 2002 third quarter pre tax charge included \$13.7 million of facility and other exit costs, \$30.5 million of employee severance and termination benefits, and \$7.0 million in other restructuring costs. See Note 4 to the Consolidated Financial Statements (Unaudited) for further information on the strategic restructuring plan.

Operating income in the third quarter of 2003 was 7.5% of net sales, or \$145.5 million, versus operating income of 8.1%, or \$157.4 million, in the comparable quarter of 2002. Operating income includes restructuring charges of \$48.4 million (\$32.8 million after taxes) and \$51.2 million (\$34.2 million after taxes) in the third quarter of 2003 and 2002, respectively. The decrease in operating margins is primarily the result of pricing pressures, increased prices for certain raw materials, lower manufacturing volumes and unfavorable mix, partially offset by a decrease in selling, general and administrative expense related to the Company's streamlining initiatives.

Net nonoperating expenses in the third quarter of 2003 were 1.8% of net sales, or \$34.6 million, versus 2.2%, or \$43.4 million, in the comparable quarter of 2002. The decrease in expenses is primarily due to acquisition related charges of \$8.7 million (\$5.8 million after tax) incurred in the third quarter of 2002 relating to the Company's acquisition of American Tool Companies, Inc.

The effective tax rate was 32.2% in the third quarter of 2003 versus
 33.2% in the third quarter of 2002. This lower rate reflects, among
 other things, the increase in earnings in low tax jurisdictions and,
 in certain jurisdictions, the year over year reduction in current year
 losses and the use of net operating loss carryforwards.

Net income for the third quarter of 2003 was \$75.2 million, compared to \$76.2 million in the third quarter of 2002. Diluted earnings per share were \$0.27 in the third quarter of 2003 compared to \$0.29 in the third quarter of 2003. The decrease in net income and earnings per share was primarily due to pricing pressures, increased prices for certain raw materials, lower manufacturing volumes and unfavorable mix, partially offset by a decrease in selling, general and administrative expense related to the Company's streamlining initiatives.

BUSINESS GROUP OPERATING RESULTS:

Net sales in the four segments in which the Company operates were as follows for the three months ended September 30, (IN MILLIONS):

	2003	2002	% Change
— Rubbermaid	\$767.8	\$759.3	1.1%
- Sharpie	389.1	412.1	(5.6)
- Irwin	521.2	479.3	`8.7
— Calphalon Home	266.6	297.6	(10.4)
Total Net Sales (1)	\$1,944.7	\$1,948.3	(0.2)%

- Operating income by segment was as follows for the three months ended - September 30, (IN MILLIONS):

	2003	2002	% Change
Rubbermaid	\$58.8	\$77.6	(24.2)%
Sharpie	62.8	74.4	(15.6)
Irwin	71.0	32.8	116.5
Calphalon Home	12.2	31.3	(61.0)
Corporate Costs (2)	(10.9)	(7.5)	()
Restructuring Costs	(48.4)	(51.2)	
Total Operating Income (3)	\$145.5	\$157.4	

- (1) All intercompany transactions have been eliminated. Sales to Wal*Mart Stores, Inc. and subsidiaries amounted to approximately 16% and 14% of consolidated net sales in the three months ended September 30, 2003 and 2002, respectively. Sales to no other customer exceeded 10% of consolidated net sales for either period.

 (2) Corporate operating expenses consist primarily of administrative costs that cannot be allocated to a particular segment.
- (3) Operating income is net sales less cost of products sold, selling,
 general and administrative expenses, and restructuring costs.
 Certain headquarters expenses of an operational nature are
 allocated to business segments and geographic areas primarily
 on a net sales basis. Trade names amortization is considered a
 corporate expense and not allocated to business segments.

RUBBERMAID

Net sales for the third quarter of 2003 were \$767.8 million, an increase of \$8.5 million, or 1.1%, from \$759.3 million in the third quarter of 2002. A high single digit increase at Rubbermaid Home Products and a double-digit increase at Rubbermaid Europe (primarily currency driven) were partially offset by declines in the Little Tikes and Graco businesses, as orders originally scheduled in September slipped to October.

Operating income for the third quarter of 2003 was \$58.8 million, a decrease of \$18.8 million, or 24.2%, from \$77.6 million in the third quarter of 2002. The decrease in operating income is primarily the result of pricing pressure on non differentiated items in the Rubbermaid Home Products business and an increase in prices for certain raw materials.

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SHARPIE

The decrease in sales is caused primarily by softness in the commercial sector, lower back-to-school replenishment orders and the disposition of Cosmolab in March 2003. Operating income for the third quarter of 2003 was \$62.8 million, a decrease of \$11.6 million, or 15.6%, from \$74.4 million in the third quarter of 2002. The decrease in operating income is primarily the result of lower sales, inventory reductions and increased investment in strategic marketing initiatives. IRWIN Net sales for the third quarter of 2003 were \$521.2 million, an increase of \$41.9 million, or 8.7%, from \$479.3 million in the thi quarter of 2002. The increase in net sales for the third quarter of . 2003 was primarily due to sales from the Lenox acquisition, a high single digit increase at Home Decor (primarily currency driven), and double digit increases in the tools and accessories businesses, partially offset by double-digit declines at Levolor/Kirsch resulting from the planned exit of low margin product lines. Operating income for the third quarter of 2003 was \$71.0 million, an increase of \$38.2 million, or 116.5%, from \$32.8 million in the third quarter of 2002. The improvement in operating income was driven by productivity, double digit sales increases in the tools and accessories businesses and the Lenox acquisition, partially offset by the planned product line exits at Levolor/Kirsch. CALPHALON HOME Net sales for the third quarter of 2003 were \$266.6 million, a decrease of \$31.0 million, or 10.4%, from \$297.6 million in the third quarter of 2002. The sales decrease was primarily the result of a double digit decline at the US picture frame business and a high single digit decline in the low end cookware and bakeware business. Operating income for the third quarter of 2003 was \$12.2 million, a decrease of \$19.1 million, or 61.0%, from \$31.3 million in the third quarter of 2002. The decrease in operating income is primarily due to the decline in sales at the US picture frame business, unfavorable product mix and pricing pressure on opening price point products. NINE MONTHS ENDED SEPTEMBER 30, 2003 VS. NINE MONTHS ENDED SEPTEMBER 30, 2002 **CONSOLIDATED OPERATING RESULTS:** Net sales for the nine months ended September 30, 2003 were \$5,657.2 million, an increase of \$216.9 million, or 4.0%, from \$5,440.3 million The increase resulted from sales contributions from the American Tool Companies, Inc. (American Tool) (acquired April 2002) and American Saw & Mfg. Co. (Lenox) (acquired January 2003)
acquisitions and favorable currency translation, offset by unfavorable pricing of 2%. Gross margin as a percentage of net sales for the nine months ended September 30, 2003 was 27.1%, or \$1,535.6 million, versus 27.4%, or \$1,490.0 million, in the comparable period of 2002. The reduction in gross margin is primarily related to pricing pressures, increased prices for certain raw materials and unfavorable product mix at certain businesses, offset by productivity initiatives. Selling, general and administrative expenses ("SG&A") for the nine months ended September 30, 2003 were 17.7% of net sales, or \$1,002.5 million, versus 17.8%, or \$970.9 million, in the comparable period of 2002. The increase in SG&A is primarily the result of the American Tool and Lenox acquisitions and planned investments in marketing initiatives, including the Company's Strategic Account Management Program and Phoenix Program, supporting the Company's brand portfolio and strategic account strategy, partially offset by the Company's streamlining initiatives. The Company recorded pre-tax strategic restructuring charges of \$166.0 million (\$112.4 million after taxes) and \$69.8 million (\$46.3 million after tax) for the nine months ended September 30, 2003 and 2002, The 2003 pre-tax charge included \$67.3 million of respectively. facility and other exit costs, \$88.5 million of employee severance and termination benefits, and \$10.2 million in other restructuring costs.

termination benefits, and \$10.2 million in other restructuring costs.

The 2002 pre-tax charge included \$18.4 million of facility and other exit costs, \$43.8 million of employee severance and termination benefits, and \$7.6 million in other restructuring costs. See Note 4 to the Consolidated Financial Statements (Unaudited) for further information on the strategic restructuring plan.

Operating income for the nine months ended September 30, 2003 was 6.5%
 of net sales, or \$367.1 million, versus operating income of 8.3%, or \$449.3 million, in the comparable period of 2002. The decrease in operating margins is primarily the result of increased restructuring charges to streamline the Company's supply chain and the decrease in gross margins.

Net nonoperating expenses for the nine months ended September 30, 2003 were 2.2% of net sales, or \$123.2 million, versus 2.3%, or \$123.8 million, in the comparable period of 2002. The reduction in expenses is primarily due to acquisition related charges of \$8.7 million (\$5.8 million after tax) incurred in 2002 relating to the Company's acquisition of American Tool Companies, Inc. and \$13.6 million (\$9.0 million after tax) of Anchor Hocking transaction related costs incurred in 2002 associated with the Company's withdrawn divestiture, partially offset by the \$21.2 million non-cash pre-tax loss recognized on the sale of the Cosmolab business in March 2003.

The effective tax rate was 32.3% for the nine months ended September 30, 2003 versus 33.7% in the comparable period of 2002. This lower rate reflects, among other things, the increase in earnings in low tax jurisdictions and, in certain jurisdictions, the year over year reduction in current year losses and the use of net operating loss carryforwards.

Income before cumulative effect of accounting change for the nine
months ended September 30, 2003 was \$165.0 million, compared to \$215.7
million in the comparable period of 2002. Diluted earnings per share
before cumulative effect of accounting change were \$0.60 for the nine

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months ended September 30, 2003 compared to \$0.81 in the comparable period of 2002. The decrease in income and earnings per share before cumulative effect of accounting change was primarily due to increased restructuring charges to streamline the Company's supply chain and the decrease in gross margins.

Net income (loss) for the nine months ended September 30, 2003 was \$165.0 million, compared to (\$299.2) million in the comparable period of 2002. Diluted earnings (loss) per share were \$0.60 for the nine months ended September 30, 2003 compared to (\$1.12) in the comparable period of 2002. The difference in net income and diluted earnings per share is primarily the result of the \$538.0 million, \$514.9 million net of tax, cumulative effect of an accounting change adjustment related to the Company's adoption of FAS 142 as discussed in Note 2 to the Consolidated Financial Statements (Unaudited), and the decrease in income before cumulative effect of accounting change discussed above.

BUSINESS SEGMENT OPERATING RESULTS:

Net sales in the four segments in which the Company operates were as follows for the nine months ended September 30, (IN MILLIONS):

	2003	2002	% Change
Rubbermaid	\$2,237.1	\$2,207.7	1.3%
- Sharpie	1,168.6	1,178.0	(0.8)
- Irwin	1,523.8	1,257.6	22 ^_
- Calphalon Home	727.7	797.0	(8.7)
Total Net Sales (1)	\$5,657.2	\$5,440.3	4.0%

Operating income by segment was as follows for the nine months ended—September 30, (IN MILLIONS):

	2003	2002	% Change
Rubbermaid	\$166.1	\$190.4	(12.8)%
Sharpie	200.2	196.7	`1.8
Irwin	166.2	94.0	77.0
Calphalon Home	25.0	60.7	(58.8)
Corporate Costs (2)	(24.4)	(22.7)	,
Restructuring Costs	(166.0)	(69.8)	
Total Operating Income (3)	\$367.1	\$449.3	

- (1) All intercompany transactions have been eliminated. Sales to
 Wal*Mart Stores, Inc. and subsidiaries amounted to approximately
 16% and 15% of consolidated net sales in the first nine months
 of 2003 and 2002. Sales to no other customer exceeded 10% of
 consolidated net sales for either period.
- (2) Corporate operating expenses consist primarily of administrative costs that cannot be allocated to a particular segment.

(3) Operating income is net sales less cost of products sold, selling,
general and administrative expenses, and restructuring costs.

Certain headquarters expenses of an operational nature are
allocated to business segments and geographic areas primarily on
a net sales basis. Trade names amortization is considered a
corporate expense and not allocated to business segments.

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RUBBERMAID

Net sales for the nine months ended September 30, 2003 were \$2,237.1
million, an increase of \$29.4 million, or 1.3%, from \$2,207.7 million
in the comparable period of 2002. A double-digit increase at
Rubbermaid Europe (primarily currency driven) and mid single digit
increase at Rubbermaid Home Products was partially offset by a high
single digit decrease in the Graco business and mid-single digit
decrease in the Little Tikes business.

— Operating income for the nine months ended September 30, 2003 was
— \$166.1 million, a decrease of \$24.3 million, or 12.8%, from \$190.4
— million in the comparable period of 2002. The decrease in operating
— income is primarily the result of pricing pressure in opening price
— point items and increased costs of certain raw materials.

SHARPIE

Net sales for the nine months ended September 30, 2003 were \$1,168.6
million, a decrease of \$9.4 million, or 0.8%, from \$1,178.0 million in
the comparable period of 2002. The decrease in sales is primarily the
result of the disposition of Cosmolab in March 2003. Excluding sales
from the divested Cosmolab business, net sales were up by \$14.1
million, or 1.2%.

Operating income for the nine months ended September 30, 2003 was \$200.2 million, an increase of \$3.5 million, or 1.8%, from \$196.7 million in the comparable period of 2002. Operating income was positively impacted by sales growth (excluding Cosmolab), productivity and favorable mix management, partially offset by investments in marketing initiatives.

IRWIN

Net sales for the nine months ended September 30, 2003 were \$1,523.8 million, an increase of \$266.2 million, or 21.2%, from \$1,257.6 million in the comparable period of 2002. The increase in net sales through the first nine months of 2003 was primarily due to incremental sales from the American Tool and Lenox acquisitions, a double digit sales increase at Home Decor (primarily currency driven) and double digit increases in the tools and accessories businesses, partially offset by double digit sales declines at Levolor/Kirsch resulting from the planned exit of low margin product lines.

Operating income for the nine months ended September 30, 2003 was \$166.2 million, an increase of \$72.2 million, or 77.0%, from \$94.0 million in the comparable period of 2002. The improvement in operating income was driven by productivity, the Lenox and American Tool acquisitions and double digit sales increases in the tools and accessories businesses, partially offset by the planned product line exits at Levolor/Kirsch.

CALPHALON HOME

Net sales for the nine months ended September 30, 2003 were \$727.7
million, a decrease of \$69.3 million, or 8.7%, from \$797.0 million in the comparable period of 2002. The sales decrease was primarily due to the decline in sales at the US picture frame business, the result

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— of the Company's planned exit from certain high risk customers and — pricing pressure on opening price point items.

- Operating income for the nine months ended September 30, 2003 was
- \$25.0 million, a decrease of \$35.7 million, or 58.8%, from \$60.7
- million in the comparable period of 2002. The decrease in operating
- income is primarily due to the decline in sales at the US picture
- frame business and pricing pressure on opening price point products.

SOURCES: The Company's primary sources of liquidity and capital resources include cash provided from operations and use of available borrowing facilities. Cash provided from operating activities for the nine months ended September 30, 2003 was \$420.5 million compared to \$569.2 million for the comparable period of 2002. The decrease in cash provided from operating activities was due to a decrease in earnings before non cash charges of \$57.2 million and a net increase in working capital which used an additional \$110.2 million, partially offset by deferred gains of \$18.7 million relating to the early termination of certain interest rate swap arrangements. Through the first nine months of 2003, the Company received proceeds from the issuance of debt of \$1,040.5 million compared to \$523.1 million in the vear ago period. On January 10, 2003, the Company completed the sale of 6.67 million shares of its common stock at a public offering price of \$30.10 per share pursuant to a shelf registration statement filed with the Securities and Exchange Commission. Total proceeds from the sale were approximately \$200.8 million, resulting in net proceeds to the Company, before expenses, of \$200.1 million. The proceeds were used to reduce the Company's commercial paper borrowings. The Company has a \$1.0 billion universal shelf registration statement that became effective in April 2003 under which debt and equity securities may be issued. Through the first nine months of 2003, \$400.0 million of medium term notes were issued under this shelf registration statement, the proceeds of which were used to pay down commercial paper. USES: The Company's primary uses of liquidity and capital resources include acquisitions, dividend payments and capital expenditures. used for acquisitions was \$460.0 million for the first nine months of 2003, compared to \$228.5 million in the year ago period, is related primarily to the acquisition of Lenox, which was funded through the issuance of commercial paper. On March 27, 2003, the Company completed the sale of its Cosmolab business, a division of the Sharpie segment. The Company received cash proceeds of \$7.5 million related to the Cosmolab transaction. The Company used the proceeds from the sale to reduce its commercial paper borrowings. In the first nine months of 2003, the Company made payments on long term debt of \$776.7 million compared to \$535.8 million in the year ago period. On January 10, 2003, the Company received proceeds from the issuance of stock of \$200.1 million. The proceeds received were used to reduce the Company's commercial paper borrowings. Refer to Note 6 in the Consolidated Financial Statements (Unaudited) for further information. Cash used for restructuring activities was \$77.7 million and \$41.7 million in the first nine months of 2003 and 2002, respectively. Such cash payments represent primarily employee termination benefits. Capital expenditures were \$247.1 million and \$185.2 million in the first nine months of 2003 and 2002, respectively. capital expenditures is primarily due to the acquisitions of American Tool and Lenox and the Company's increased investment in new product development and productivity initiatives. Aggregate dividends paid were \$173.1 million and \$168.2 million during the first nine months of 2003 and 2002, respectively. Retained earnings decreased in the first nine months of 2003 by \$8.1 The reduction in retained earnings is due to cash dividends paid on common stock, partially offset by current year earnings. Working capital at September 30, 2003 was \$965.2 million compared to \$465.6 million at December 31, 2002. The current ratio at September 30, 2003 was 1.44:1 compared to 1.18:1 at December 31, 2002. increase in working capital and the current ratio is due to the American Tool and Lenox acquisitions, and a reduction in the current portion of long term debt.

Total debt to total capitalization (total debt is net of cash and cash equivalents, and total capitalization includes total debt and stockholders' equity) was .47:1 at September 30, 2003 and .47:1 at December 31, 2002.

The Company believes that eash provided from operations and available borrowing facilities will continue to provide adequate support for the eash needs of existing businesses; however, certain events, such as significant acquisitions, could require additional external financing.

MINIMUM PENSION LIABILITY

The decline in U.S. and European interest rates since November 2002 has caused the Company to change the discount rate used to calculate the present value of its pension liabilities from 6.75% at December 31, 2002 to an estimated 6.25% at December 31, 2003, increasing the Company's pension plan liability. As a result, the Company's pension plan, which historically has had an over funded position, currently is under funded. In accordance with the Financial Accounting Standards Board (FASB) Statement No. 87, Employers' Accounting for Pensions, the

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Company expects to record an additional minimum pension liability adjustment at December 31, 2003. Based on September 30, 2003 plan asset values, the approximate effect of this non cash adjustment would be to increase the pension liability by approximately \$175 to \$210 million, with a corresponding charge to equity, net of taxes of approximately \$110 to \$130 million. The direct charge to stockholders' equity would not affect net income, but would be included in other comprehensive income. The Company remains confident that its pension plan has the appropriate long term investment strategy and the Company's liquidity position is expected to remain strong.

MARKET RISK

The Company's market risk is impacted by changes in interest rates,
foreign currency exchange rates and certain commodity prices.

Pursuant to the Company's policies, natural hedging techniques and derivative financial instruments may be utilized to reduce the impact of adverse changes in market prices. The Company does not hold or issue derivative instruments for trading purposes.

The Company's primary market risk is foreign exchange and interest rate exposure.

The Company manages interest rate exposure through its conservative
 debt ratio target and its mix of fixed and floating rate debt.
 Interest rate swaps may be used to adjust interest rate exposures when appropriate based on market conditions, and, for qualifying hedges,
 the interest differential of swaps is included in interest expense.

The Company's foreign exchange risk management policy emphasizes hedging anticipated intercompany and third party commercial transaction exposures of one year duration or less. The Company focuses on natural hedging techniques of the following form: 1) offsetting or netting of like foreign currency flows, 2) structuring foreign subsidiary balance sheets with appropriate levels of debt to reduce subsidiary net investments and subsidiary cash flows subject to conversion risk, 3) converting excess foreign currency deposits into U.S. dollars or the relevant functional currency and 4) avoidance of risk by denominating contracts in the appropriate functional currency. In addition, the Company utilizes forward contracts and purchased options to hedge commercial and intercompany transactions. Gains and losses related to qualifying hedges of commercial and intercompany transactions are deferred and included in the basis of the underlying transactions. Derivatives used to hedge intercompany loans are marked to market with the corresponding gains or losses included in the Company's Consolidated Statements of Operations.

— Due to the diversity of its product lines, the Company does not have — material sensitivity to any one commodity. The Company manages — commodity price exposures primarily through the duration and terms of — its vendor contracts.

The amounts shown below represent the estimated potential economic
 loss that the Company could incur from adverse changes in either
 interest rates or foreign exchange rates using the value at risk
 estimation model. The value at risk model uses historical foreign

exchange rates and interest rates to estimate the volatility and correlation of these rates in future periods. This model estimates a loss in fair market value using statistical modeling techniques that are based on a variance/covariance approach and includes substantially all market risk exposures (specifically excluding equity method investments). The fair value losses shown in the table below have no impact on results of operations or financial condition at September 30, 2003 as they represent hypothetical, not realized losses. The following table indicates the calculated amounts for the nine months ended September 30, (IN MILLIONS):

	2003		2002		
	Nine		- Nine		
	Month	September 30,	Month	September 30,	Confidence
	Average	2003	Average	2002	Level
Interest rates	\$22.4	\$21.1	\$17.4	\$21.2	95%
Foreign exchange	\$1.2	\$1.1	\$0.3	\$0.4	95%

The 95% confidence interval signifies the Company's degree of confidence that actual losses would not exceed the estimated losses shown above. The amounts shown here disregard the possibility that interest rates and foreign currency exchange rates could move in the Company's favor. The value at risk model assumes that all movements in these rates will be adverse. Actual experience has shown that gains and losses tend to offset each other over time, and it is highly unlikely that the Company could experience losses such as these over an extended period of time. These amounts should not be considered projections of future losses, because actual results may differ significantly depending upon activity in the global financial markets.

FORWARD LOOKING STATEMENTS

Forward looking statements in this Report are made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements relate to, but are not limited to, such matters as sales, income, earnings per share, return on equity, return on invested capital, capital expenditures, working capital, dividends, capital structure, debt to capitalization ratios, interest rates, internal growth rates, impacts of changes in accounting standards, pending legal proceedings and claims (including environmental matters), future economic performance, operating income improvements, synergies, management's plans, goals and objectives for future operations and growth or the assumptions relating to any of the forward looking statements. The Company cautions that forward looking statements are not guarantees because there are inherent difficulties in predicting future results. Actual results could differ materially from those expressed or implied in the forward looking statements. Factors that could cause actual results to differ include, but are not limited to, those matters set forth in this Report and Exhibit 99.1 to this Report.

ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

— The information required by this item is incorporated herein by reference to the section entitled "Market Risk" in the Company's

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— Management's Discussion and Analysis of Results of Operations and — Financial Condition (Part I, Item 2).

ITEM 4. CONTROLS AND PROCEDURES

- a) EVALUATION OF DISCLOSURE CONTROLS AND PROCEDURES. As of
 September 30, 2003, the Company's chief executive officer
 and chief financial officer have evaluated the effectiveness
 of the Company's disclosure controls and procedures. Based
 on that evaluation, the chief executive officer and the
 chief financial officer concluded that the Company's
 disclosure controls and procedures were effective.
 - b) CHANGES IN INTERNAL CONTROLS. There have been no
 significant changes in the Company's internal controls or in
 other facts that could significantly affect internal

PART II. OTHER INFORMATION

ITEM 1. LEGAL PROCEEDINGS

— Information required under this Item is contained above in Part I.
— Financial Information, Item 1 and is incorporated herein by reference.

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ITEM 6. EXHIBITS AND REPORTS ON FORM 8 K

(a) Exhibits:

- 4.3 Rights Agreement, dated as of August 6, 1998, between the Company and First Chicago Trust Company of New York, as Rights Agent (incorporated by reference to Exhibit 4 to the Company's Current Report on Form 8 K dated August 6, 1998), as amended by a First Amendment to Rights Agreement effective as of September 29, 2003, between the Company and The Bank of New York, as Rights Agent (incorporated by reference to Exhibit 4.2 to the Company's Registration Statement on Form 8 A/A, filed October 27, 2003).
- 4.7 Specimen Common Stock.
- 31.1 Certification of Chief Executive Officer Pursuant to
 Rule 13a 14(a) or Rule 15d 14(a), As Adopted Pursuant
 to Section 302 of the Sarbanes-Oxley Act of 2002.
- 31.2 Certification of Chief Financial Officer Pursuant to
 Rule 13a-14(a) or Rule 15d-14(a) , As Adopted Pursuant
 to Section 302 of the Sarbanes Oxley Act of 2002.
- 32.1 Certification of Chief Executive Officer Pursuant to 18
 U.S.C. Section 1350, as Adopted Pursuant to Section 906
 of the Sarbanes Oxley Act of 2002.
- 32.2 Certification of Chief Financial Officer Pursuant to 18
 U.S.C. Section 1350, as Adopted pursuant to Section 906

	of the Sarbanes Oxley Act of 2002.	
	99.1 Safe Harbor Statement.	
———(b)	Reports on Form 8-K:	
	Report on Form 8 K, dated July 31, 2003, that included or press release announcing the Company's results for the second fiscal quarter ended June 30, 2003.)
	Report on Form 8 K, dated September 2, 2003, that inclu- press release announcing the Company's appointment of the key executives to expanded roles.	
	Report on Form 8 K, dated September 10, 2003, that inclease announcing the appointment of The Bank New York as the Company's new stock transfer agent, registrar and dividend disbursement and reinvestment agenterfield.)f
	30	
	SIGNATURES SIGNATURES	
	to the requirements of the Securities Exchange Act of 19: strant has duly caused this report to be signed on its be ndersigned, thereunto duly authorized.	
	NEWELL RUBBERMAID INC. Registrant	
by the und		

	IC. COMMON STOCK CERTIFICATE]
NUMBERCN	COMMON STOCK
	SHARES
- [Graphic depicting a statue of a wom holding a sign with Newell Rubbermai	
NEWELL RUBBE	
INCORPORATED UNDER THE LAWS	OF THE STATE OF DELAWARE
— THIS CERTIFIES THAT	
— IS THE OWNER OF	
— FULLY PAID AND NON ASSESSABLE SHARES —— OF	OF THE COMMON STOCK \$1 PAR VALUE
Newell Rubbermaid Inc. transferable— the holder hereof in person or by du surrender of this certificate proper the shares represented hereby are is all of the provisions of the Certifi Laws of the Corporation and any amen are on file with the Corporation and which the holder, by acceptance here not valid unless countersigned by th the Registrar.	rly authorized attorney upon rly endorsed. This certificate and resued under and shall be subject to reate of Incorporation and the By redments thereto, copies of which ref, assents. This certificate is
- [Newell Rubbermaid logo]	
[Newell Rubbermaid corporate seal]	
Witness the seal of the Corporation—its duly authorized officers.	and the facsimile signatures of
— Dated:	
/s/ Dale L. Matschullat	/s/ Joseph Galli
- CORPORATE SECRETARY	PRESIDENT AND
	CHIEF EXECUTIVE OFFICER
	Countersigned and Registered: THE BANK OF NEW YORK
	BY
This certificate also evidences and certain Rights as set forth in a Rig RUBBERMAID INC. and First Chicago Tr of August 6, 1998, as amended betwee Bank of New York dated as of Septemb	thts Agreement between NEWELL Tust Company of New York dated as On NEWELL RUBBERMAID INC. and The Over 29, 2003, and as may be further
— amended and modified from time to ti — terms of which are hereby incorporat — of which is on file at the principal — RUBBERMAID INC. Under certain circu	ed herein by reference and a copy executive offices of NEWELL mstances, as set forth in the
— Rights Agreement, such Rights may be evidenced by separate certificates a	redeemed, may expire or may be and will no longer be evidenced by
— this certificate. NEWELL RUBBERMAID — this certificate a copy of the Right	FINC. will mail to the holder of S Agreement without charge
— promptly upon receipt of a written r — circumstances, Rights issued to, or — Associates or Affiliates of an Acqui	held by an Acquiring Person or
Rights Agreement) and any subsequent	

The following abbreviations, when used in the inscription on the face of this certificate, shall be construed as though they were

null and void.

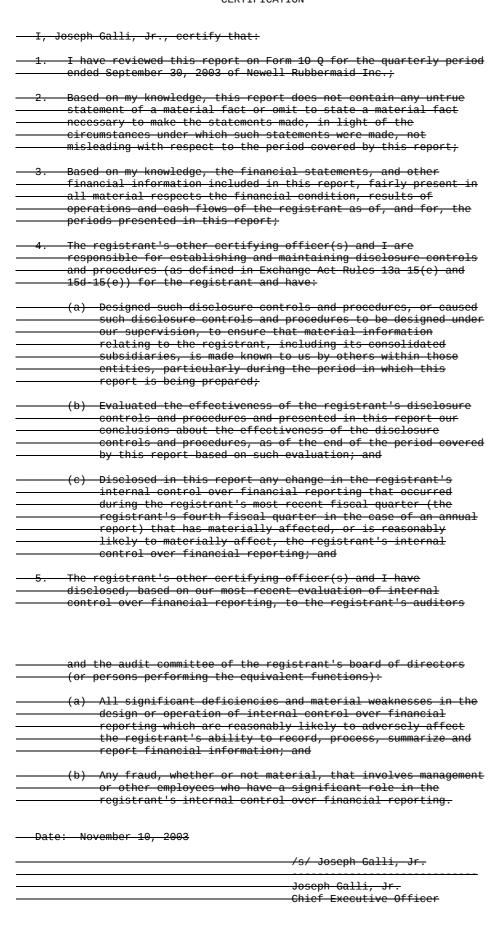
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NEWELL RUBBERMAID INC. AND SUBSIDIARIES
STATEMENT OF COMPUTATION OF RATIO OF EARNINGS TO FIXED CHARGES
(IN MILLIONS, EXCEPT RATIO DATA)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2003	2002	2003	2002
Earnings available for fixed charges:				
Income before income taxes and cumulative effect				
of accounting change	\$110.9	\$114.0	\$243.9	\$325.
Fixed charges:	,			
Interest expense	27.4	29.7	88.0	84.
Portion of rent determined to be interest (1)	11.9	9.8	34.1	29.
Minority interest in income of subsidiary trust	6.7	6.7	20.0	20 .
Equity carnings				(0 .
	\$156.9	\$160.2	\$386.0	\$458.
	=====	=====	=====	
Fixed charges:				
Interest expense	\$27.4	\$29.7	\$88.0	\$84 .
Portion of rent determined to be interest (1)	11.9	9.8	34.1	29
Minority interest in income of subsidiary trust	6.7	6.7	20.0	20
	\$46.0	\$46.2	\$142.1	\$133 .
	=====			====
Ratio of earnings to fixed charges	3.41	3.47	2.72	3
	=====			

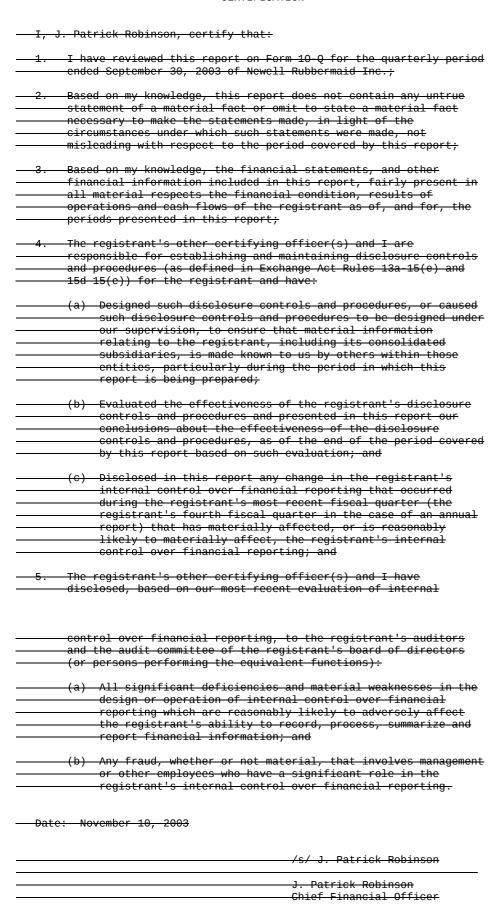
⁽¹⁾ A standard ratio of 33% was applied to gross rent expense to approximate the interest portion of short term and long term leases.

CERTIFICATION



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CERTIFICATION



CERTIFICATION PURSUANT TO

18 U.S.C. SECTION 1350,

AS ADOPTED PURSUANT TO

SECTION 906 OF THE SARBANES OXLEY ACT OF 2002

In connection with the Quarterly Report of Newell Rubbermaid Inc. (the "COMPANY") on Form 10 Q for the period ending September 30, 2003 as filed with the Securities and Exchange Commission on the date hereof (the "REPORT"), I, Joseph Galli, Jr., Chief Executive Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted

(1) The Report fully complies with the requirements of section 13(a) or 15(d) of the Securities Exchange Act of 1934; and

pursuant to Section 906 of the Sarbanes Oxley Act of 2002, that:

(2) The information contained in the Report fairly presents, in —all material respects, the financial condition and result of —operations of the Company.

/s/ Joseph Galli, Jr.

— Joseph Galli, Jr.
— Chief Executive Officer
— November 10, 2003

EXHIBIT 32.2

CERTIFICATION PURSUANT TO
18 U.S.C. SECTION 1350,
AS ADOPTED PURSUANT TO
SECTION 906 OF THE SARBANES OXIEV ACT OF 2002
SESTION SOS STATE STREET FOR STATES
— In connection with the Quarterly Report of Newell Rubbermaid Inc. (th — "COMPANY") on Form 10 Q for the period ending September 30, 2003 as — filed with the Securities and Exchange Commission on the date hereof
(the "REPORT"), I, J. Patrick Robinson, Chief Financial Officer of th
— Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes Oxley Act of 2002, that:
(1) The Report fully complies with the requirements of section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
(2) The information contained in the Report fairly presents, in all material respects, the financial condition and result of operations of the Company.
— /s/ J. Patrick Robinson

J. Patrick Robinson Chief Financial Officer November 10, 2003

NEWELL RUBBERMAID INC. SAFE HARBOR STATEMENT

The Company has made statements in its Annual Report on Form 10 K for the year ended December 31, 2002, as well as in its Quarterly Report on Form 10 Q for the quarter ended September 30, 2003, and the documents incorporated by reference therein that constitute forwardlooking statements, as defined by the Private Securities Litigation Reform Act of 1995. These statements are subject to risks and uncertainties. The statements relate to, and other forward looking statements that may be made by the Company may relate to, information or assumptions about sales, income, earnings per share, return on equity, return on invested capital, capital expenditures, working capital, dividends, capital structure, debt to capitalization ratios, interest rates, internal growth rates, impact of changes in accounting standards, pending legal proceedings and claims (including environmental matters), future economic performance, operating income improvements, synergies, management's plans, goals and objectives for future operations and growth. These statements generally are accompanied by words such as "intend," "anticipate," "believe," "estimate," "project," "target," "expect," "should" or similar statements. You should understand that forward looking statements are not quarantees because there are inherent difficulties in predicting Actual results could differ materially from those future results. expressed or implied in the forward-looking statements. The factors that are discussed below, as well as the matters that are set forth generally in the 2002 Form 10 K, the 3rd Quarter 2003 Form 10 Q and the documents incorporated by reference therein could cause actual results to differ. Some of these factors are described as criteria Our failure to achieve, or limited success in achieving, these objectives could result in actual results differing materially from those expressed or implied in the forward looking statements. addition, there can be no assurance that we have correctly identified and assessed all of the factors affecting the Company or that the publicly available and other information we receive with respect to these factors is complete or correct.

RETAIL ECONOMY

- Our business depends on the strength of the retail economies in
 various parts of the world, primarily in North America and to a lesser
 extent Europe, Central and South America and Asia.
- These retail economies are affected primarily by such factors as
 consumer demand and the condition of the consumer products retail
 industry, which, in turn, are affected by general economic conditions
 and events such as the terrorist attacks of September 11, 2001. In
 recent years, the consumer products retail industry in the U.S. and,
 increasingly, elsewhere has been characterized by intense competition
 and consolidation among both product suppliers and retailers. Because
 such competition, particularly in weak retail economies, can cause
- retailers to struggle or fail, the Company must continuously monitor, and adapt to changes in, the creditworthiness of its customers.

NATURE OF THE MARKETPLACE

- We compete with numerous other manufacturers and distributors of consumer products, many of which are large and well established. Our principal customers are large mass merchandisers, such as discount stores, home centers, warehouse clubs and office superstores. The rapid growth of these large mass merchandisers, together with changes in consumer shopping patterns, have contributed to the formation of dominant multi category retailers, many of which have strong bargaining power with suppliers. This environment significantly limits our ability to recover cost increases through selling price increases. Other trends among retailers are to foster high levels of competition among suppliers, to demand that manufacturers supply innovative new products and to require suppliers to maintain or reduce product prices and deliver products with shorter lead times. Another trend is for retailers to import products directly from foreign
- The combination of these market influences has created an intensely competitive environment in which our principal customers continuously evaluate which product suppliers to use, resulting in pricing pressures and the need for strong end-user brands, the continuing introduction of innovative new products and constant improvements in customer service.
 - NEW PRODUCT DEVELOPMENT

Our long term success in this competitive retail environment depends on our consistent ability to develop innovative new products that create consumer demand for our products. Although many of our businesses have had notable success in developing new products, we need to improve our new product development capability. There are numerous uncertainties inherent in successfully developing and introducing innovative new products on a consistent basis. MARKETING
Our competitive success also depends increasingly on our ability to develop, maintain and strengthen our end user brands so that our retailer customers will need our products to meet consumer demand. Our success also requires increased focus on serving our largest customers through key account management efforts. We will need to continue to devote substantial marketing resources to achieving these objectives.
— PRODUCTIVITY AND STREAMLINING — Our success also depends on our ability to improve productivity and — streamline operations to control and reduce costs. We need to do this
while maintaining consistently high customer service levels and making substantial investments in new product development and in marketing our end-user brands. Our objective is to become our retailer customers' low cost provider and global supplier of choice. To do this, we will need continuously to improve our manufacturing efficiencies and develop sources of supply on a world-wide basis. ACQUISITIONS AND INTEGRATION
The acquisition of companies that sell name brand, staple consumer product lines to volume purchasers has historically been one of the foundations of our growth strategy. Over time, our ability to continue to make sufficient strategic acquisitions at reasonable prices and to integrate the acquired businesses successfully, obtaining anticipated cost savings and operating income improvements within a reasonable period of time, will be important factors in our future growth.
Foreign operations, especially in Europe (which is a focus of our international growth) but also in Asia, Central and South America and Canada, are increasingly important to our business. Foreign operations can be affected by factors such as currency devaluation, other currency fluctuations and the Euro currency conversion, tariffs, nationalization, exchange controls, interest rates, limitations on foreign investment in local business and other political, economic and regulatory risks and difficulties.