

GROWTH GAME PLAN INTO ACTION

Acquisition of Elmer's Products, Inc.

Sharpie

LENOX

IRWIN
TOOLS

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

contigo

Aprica



Forward-Looking Statements

This presentation contains forward-looking information based on management's current views and assumptions. Actual events may differ materially. Factors that may affect actual results include, but are not limited to: whether and when the required regulatory approvals will be obtained, whether and when the closing conditions will be satisfied and whether and when the transaction will close, whether and when the Company will be able to realize the expected financial results and accretive effect of the transaction, and how customers, competitors, suppliers and employees will react to the transaction. Please refer to the cautionary statements set forth in the "Forward-Looking Statements" section of the Company's most recently filed Quarterly Report on Form 10-Q as well as the risk factors set forth in Exhibit 99.1 thereto, for other factors that could affect our business.

Elmer's Overview

- Leading provider of activity-based adhesive and cutting products that inspire creativity at school, at home, in the office, in the workshop and at the craft table
- Expected 2015 net sales of approximately \$240 million
- Iconic portfolio of well-known brands with leading market shares
- Longstanding relationships with major retailers across mass, food & drug, home improvement, craft/fine art, office supply and e-commerce channels
- Primarily North American footprint



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Strategic Rationale for Acquisition

- Strong, iconic brands are highly complementary to the Writing business and provide scale in the key Back-to-School drive period
- Increases Newell's footprint in youth art and crafts where we have strong growth with Mr. Sketch
- Significant distribution, cross-selling and merchandising synergies given the strong overlap with Newell's retailer and channel footprint
- Considerable opportunities to leverage Newell's brand building, design and innovation capabilities to accelerate Elmer's growth
- Potential for international expansion

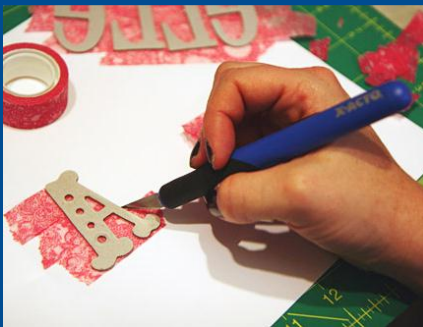


Transaction Terms

- Purchase price \$600 million, subject to customary working capital adjustments
- The acquisition is expected to be accretive to Newell Rubbermaid's normalized earnings and operating margin in 2016
- The acquisition is expected to be financed through a combination of available liquidity and debt financings
- Transaction anticipated to close by year end, subject to customary conditions and regulatory approvals



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