

Newell Rubbermaid to Open Premium Child Care Center at Global Headquarters in Atlanta

Child development center will complement the company's comprehensive benefit offerings designed to meet the diverse needs of a multi-generational workforce

ATLANTA, Sept. 1, 2011 – Newell Rubbermaid today announced plans to open a premium, on-site child development center for the children of its full-time employees at the company's global headquarters in Atlanta. The center will complement benefits Newell Rubbermaid already provides to help employees balance their work with their personal lives, including flexible work options, back-up child and elder care and a program to help new mothers transition back to work.

"Newell Rubbermaid is committed to being an employer of choice by providing benefits that support the needs of a diverse and multi-generational workforce," said Joe Ketter, Vice President of Corporate Human Resources for Newell Rubbermaid. "Offering our employees a world-class, convenient and affordable child care solution is important as we seek to retain top talent by providing flexibility to working parents so they may continue to grow their careers at Newell Rubbermaid."

Newell Rubbermaid is partnering with Bright Horizons Family Solutions, the nation's leading provider of corporate-sponsored child development centers, to manage and staff the facility. The child care center will feature curriculum that emphasizes the development of each child's physical, intellectual, social and emotional well-being.

"We are privileged to partner with Newell Rubbermaid to bring high-quality child care and education to their working families," said Bright Horizons Family Solutions CEO David Lissy. "This is an important and significant business decision at a time when there are more dual-income parents in the workforce than ever before. Working together with Newell Rubbermaid, we are proud to help support these working parents and their children as they set off on a journey of growth and learning."

Classrooms at the new child care center will incorporate products from across Newell Rubbermaid's portfolio, including Graco® and Aprica® baby and parenting essentials and Dymo® Mimio® interactive teaching technology. The center will occupy two floors and approximately 17,000 sq. feet of the One Glenlake Parkway complex adjacent to the company's headquarters. Construction is scheduled to begin in October with a target opening date of first quarter 2012. When completed, the child care center will accommodate approximately 120 children.

###

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2010 sales of approximately \$5.8 billion and a strong portfolio of brands, including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

This press release and additional information about Newell Rubbermaid are available on the company's Web site, www.newellrubbermaid.com.

Contact:

Connie Bryant
Senior Manager, Public Relations
+1 (770) 418-7516