



Senior Coca-Cola Executive Penny McIntyre Joins Newell Rubbermaid as Office Products Group President

--Will leverage 27 years of global consumer packaged goods experience and international leadership roles to drive growth in \$2 billion segment

ATLANTA, May 19, 2009, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Newell Rubbermaid Inc. (NYSE: NWL) today announced a significant step in building its Office Products business with the appointment of senior Coca-Cola executive Penny McIntyre as Group President - Office Products. Newell Rubbermaid's Office Products group accounts for about \$2 billion of the company's approximately \$6 billion in revenues and includes such well-known brands as Sharpie(R) markers and highlighters, Paper Mate(R) pens, Dymo(R) label and postage printers, Expo(R) dry-erase markers, and Parker(R) and Waterman(R) luxury writing instruments

"Office Products is our most global business segment, and Penny's extensive experience building brands in numerous international assignments makes her the right person to drive growth in this key category," said Mark Ketchum, Newell Rubbermaid's President and Chief Executive Officer. "After a thorough review of excellent internal and external candidates, it became clear that Penny brings a unique combination of international leadership experience and a proven track record of solving strategic, product innovation and marketing challenges."

McIntyre brings 27 years of global consumer packaged goods experience from S.C. Johnson and The Coca-Cola Company. Penny's early career at S.C. Johnson included assignments in the U.S., Canada, and Tokyo, Japan on many of their well known brands including Windex. The past 11 years of her career have been with The Coca-Cola Company including leadership roles in Moscow, Johannesburg, London and the U.S. Most recently, she was the Senior Vice President, Non Carbonated and New Beverages Business Unit, and since 2007 the Senior Vice President & General Manager, Water, Tea and Coffee, Coca-Cola North America.

McIntyre stated, "I am excited about this opportunity. I believe there is great potential within the office products group to drive sustainable top and bottom-line growth, leveraging Newell Rubbermaid's category leading brands around the world. The building blocks for success are here - brands that do matter and a team of people ready to rise to the challenge. I appreciate my time at The Coca-Cola Company and the many great experiences I was able to receive. I look forward to working with members of Mark's leadership team and with the office products team around the world."

Penny, and her husband, Peter, currently reside in Atlanta, Georgia with their two children. Penny is a native of Canada, graduating with honors from the University of Western Ontario with a degree in Business Administration.

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with sales of approximately \$6 billion and a strong portfolio of brands, including Rubbermaid(R), Sharpie(R), Graco(R), Calphalon(R), Irwin (R), Lenox(R), Levolor(R), Paper Mate(R), Dymo(R), Waterman(R), Parker(R), Goody(R), Technical Concepts(TM) and Aprica (R).

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

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Caution Concerning Forward-Looking Statements

Statements in this press release that are not historical in nature constitute forward-looking statements. These forward-looking statements relate to information or assumptions about the effects of sales, income/(loss), earnings per share, operating income or gross margin improvements or declines, Project Acceleration, capital and other expenditures, cash flow, dividends, restructuring costs, costs and cost savings, inflation, particularly with respect to commodities such as oil and resin, debt ratings, and management's plans, projections and objectives for future operations and performance. These statements are accompanied by words such as "anticipate," "expect," "project," "will," "believe," "estimate" and similar expressions. Actual results could differ materially from those expressed or implied in the forward-looking statements. Important factors that could cause actual results to differ materially from those suggested by the forward-looking statements include, but are not limited to, our dependence on the strength of retail economies in light of the global economic slowdown; currency fluctuations;

competition with other manufacturers and distributors of consumer products; major retailers' strong bargaining power; changes in the prices of raw materials and sourced products and our ability to obtain raw materials and sourced products in a timely manner from suppliers; our ability to develop innovative new products and to develop, maintain and strengthen our end-user brands; our ability to expeditiously close facilities and move operations while managing foreign regulations and other impediments; our ability to implement successfully information technology solutions throughout our organization; our ability to improve productivity and streamline operations; our ability to refinance short term debt on terms acceptable to us, particularly given the recent turmoil and uncertainty in the global credit markets; changes to our credit ratings; significant increases in the funding obligations related to our pension plans due to declining asset values or otherwise; the imposition of tax liabilities greater than our provisions for such matters; the risks inherent in our foreign operations and those factors listed in the company's Annual Report on Form 10-K for 2008, filed with the Securities and Exchange Commission. Changes in such assumptions or factors could produce significantly different results. The information contained in this news release is as of the date indicated. The company assumes no obligation to update any forward-looking statements contained in this news release as a result of new information or future events or developments.

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