

## Who We Are

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2010 sales of approximately \$5.7 billion and a strong portfolio of leading brands, including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

## Our Vision

Our vision is to be a global company of Brands That Matter™ and great people, known for best-in-class results. We are focused on:

- » Accelerating growth through consumer-driven innovation and branding
- » Strengthening our culture to drive new organizational capabilities
- » Expanding in key global growth markets
- » Strengthening our financial performance with top-line, bottom-line and gross margin increases

## Our Key Leaders

- » Michael Polk, President and Chief Executive Officer
- » Paul Boitmann, Chief Customer Development Officer
- » Bill Burke, Group President – Newell Professional
- » Juan Figueroa, Executive Vice President and Chief Financial Officer
- » Penny McIntyre, Group President – Newell Consumer
- » Ted Woehrle, Senior Vice President and Chief Marketing Officer

## Our Key Segments

1  
Newell Consumer



2  
Newell Professional



3  
Baby & Parenting Essentials (GBU)



NYSE: NWL

21,000 Employees

Sales in more than  
100 Countries

Net Sales (2010)  
\$5.7 billion

For more information,  
please visit us at  
[www.newellrubbermaid.com](http://www.newellrubbermaid.com)



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