



Newell Rubbermaid Office Products Adds Environmentally Friendly Products to Flagship Paper Mate Brand Line-up

--Favorite writing essentials contain up to 80-percent recycled content

ATLANTA, April 22, 2009, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Newell Rubbermaid's (NYSE: NWL) Office Products Group today announced the launch of a new line of writing essentials made of recycled materials from its flagship Paper Mate(R) brand. Flexgrip Ultra(R) ballpoint pens, Write Bros.(R) ballpoint pens and DryLine(R) Grip correction tape are now available in updated versions made of up to 80-percent recycled materials. While more environmentally friendly, these products offer the same reliability and performance as the previous generation.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090422/CL02963>)

"Paper Mate is using more recycled materials and optimizing the use of natural resources," said Bill Mullenix, president of Newell Rubbermaid's Everyday Writing & Coloring global business unit. "Consumer trends increasingly point toward sustainable innovations and Paper Mate is committed to developing new products that are more efficient and environmentally responsible in order to meet the needs of all of its stakeholders."

The new recycled* Paper Mate products offer consumers some of their favorite writing essentials in more environmentally friendly versions including:

- Paper Mate FlexGrip Ultra Recycled features rubberized barrel gripping rings, LubriGlide(R) ink for smooth and efficient delivery and is made from 70-percent recycled materials. Suggested retail price is \$1.60 to \$1.98.

- Paper Mate Write Bros. Recycled is a smooth-writing, economical ball point stick pen made from 80-percent recycled materials. Suggested retail price is \$4.32 for a pack of 10.

- Paper Mate DryLine Grip Correction Tape Recycled features the same ergonomic design and high-quality dry correction as the standard DryLine Grip correction tape, and it is made from 67-percent recycled materials. Suggested retail price is \$4.22.

The recycled* versions of Paper Mate Flexgrip Ultra, Paper Mate Write Bros. and Paper Mate DryLine Grip are now available in select mass merchandise and office products retailers in North America and Europe.

*products manufactured using a significant content of recycled materials

About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with sales of over \$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.

NWL-PR

SOURCE Newell Rubbermaid Inc.

<http://www.newellrubbermaid.com>

