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3M AND DYMO INDUSTRIAL ANNOUNCE STRATEGIC ALLIANCE TARGETING ELECTRICAL MARKETS

Co-branded industrial handheld labelers to be sold via 3M distribution in North America, and key countries in Latin America and Europe

St. Paul, Minn. and Atlanta, Ga. – April 28, 2010 – The 3M Electrical Markets Division and DYMO Industrial, the industrial division of DYMO, a Newell Rubbermaid company (NYSE: NWL), announced the formation of a strategic alliance today. Financial details of the agreement were not released.

Beginning June 1, 2010, the 3M Electrical Markets Division will offer a line of portable industrial strength labelers through its distribution channels serving electrical markets in North America and key countries in Latin America and Europe. The products will be co-branded under the 3M and DYMO names.

"Teaming up with DYMO to offer the electrical industry high quality DYMO Industrial labelers, along with 3M's current wire identification products, makes strategic sense," said Paul Steece, Vice President and General Manager, 3M Electrical Markets Division. "There is a customer need in this space, and we're pleased to offer a solution. We are also excited about the prospect for label maker sales growth in the electrical market. Our relationship with DYMO Industrial will help maximize that opportunity."

"Combining DYMO Industrial's labeling technology and expertise with 3M's market leadership, reputation and strong distribution capabilities in the electrical industry is a formula for success," said Bob Kibbe, President, DYMO Labeling. "We are pleased to have established what we know will be a mutually beneficial relationship with 3M."

The 3M Portable Labelers PL 100, PL 200 and PL 300 will be available only through the 3M Electrical Markets Division and its authorized distributors and agents. DYMO Rhino-branded label makers will continue to be sold through existing DYMO sales channels serving other industries.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com.

3M's Electrical Markets Division, based in Austin, Texas, designs, manufactures and markets products for electrical construction, industrial maintenance, utility and industrial power, and electrical and electronic components. EMD has more than 60 years of experience serving customers with highly reliable products, including electrical and electronic insulating tapes and papers; electromagnetic compatible products; power cable splices and terminations; high-temperature, low-sag transmission conductors; heat shrinkable tubing and molded shapes; electrical wire connectors, terminals, tools and lugs; wire marking products; cable ties; and electrical diagnostic and detection products.

About DYMO Industrial

DYMO Industrial is the industrial division of DYMO, a worldwide leader in providing innovative solutions that help people accomplish their tasks more easily, and a part of Newell Rubbermaid's global portfolio of brands. DYMO designs and manufactures easy-to-use and affordable professional-grade label printers for cabling contractors, security system installers, audio/video experts, facility managers, broadcast engineers and others to help them properly and securely label and identify the systems they install and/or manage.

DYMO Industrial offers a complete line of portable and affordable industrial labeling products that provide functionality and ease of use that are unmatched by other label printers on the market today. DYMO Industrial labelers feature one-touch "hot keys" that instantly produce labels for wire wraps, patch panels, fixed lengths as well as audio/video, security and voice/data components. DYMO Industrial labelers make it easier than ever to produce clear, durable labels that put a professional finish on installations – and leave a lasting impression of quality craftsmanship.

About Newell Rubbermaid Global Business and Technology Solutions

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction.

Our DYMO global technology brands are organized into four solutions:

- DYMO® Labeling Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).
- DYMO™ CardScan® Contact Management Solutions include CardScan business card scanners and contact management software featuring CardScan At Your Service™ (www.cardscan.com) and DYMO File® software for document scanning into digital files (www.dymofile.com).
- DYMO™ Endicia® Internet Postage Solutions include Endicia online shipping and mailing services (www.endicia.com), as well as customized postage (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions include mimio interactive whiteboard technology, digital ink recorders and accessories (www.mimio.com).

These global technology brands complement Newell Rubbermaid's strong portfolio of global brands, which also includes Rubbermaid[®], Sharpie[®], Graco[®], Calphalon[®], Irwin[®], Lenox[®], Levolor[®], Paper Mate[®], Waterman[®], Parker[®], Goody[®], Technical Concepts[™] and Aprica[®].

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