



Rayovac's IPO Effective

November 20, 1997

MADISON, Wis., Nov. 20 /PRNewswire/ -- Rayovac Corp. (NYSE: ROV) announced today that the registration statement for its initial public offering has become effective. A total of 6.7 million shares is being offered at \$14 per share through an underwriting syndicate consisting of: Merrill Lynch; Bear Stearns; Donaldson Lufkin & Jenrette; and Smith Barney.

In connection with the underwritten offering, certain shareholders of the Company have granted to the underwriters 30-day options to purchase up to 1,005,000 additional shares solely to cover over-allotments; the company will not receive any proceeds from shares sold pursuant to exercise of such options. The net proceeds from the sale of shares by the company will be used to repay debt. Rayovac's common stock will be traded on the New York Stock Exchange under the symbol "ROV." Concurrently with the underwritten offering, the Company expects to sell approximately 137,000 shares directly to certain participants in the Company's Profit Sharing and Savings Plan.

With its world headquarters in Madison, Wis., Rayovac is a leading manufacturer of batteries and battery-operated lighting products. Rayovac has operations in Wisconsin, California, Tennessee, the U.K., Europe and the Far East.

SOURCE Rayovac Corporation

CONTACT: John Daggett of Rayovac, 608-275-4912