



Rayovac Lights Up Wall Street

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MADISON, Wis., Nov. 21 /PRNewswire/ -- Amidst special effects and music, Rayovac Corporation (NYSE: ROV) returned to Wall Street in grand fashion. Rayovac announced today that the registration statement for its initial public offering has become effective.

To mark the occasion, Rayovac unveiled its lightning bolt logo on the front facade of the New York Stock Exchange (NYSE) with an array of 20-foot tall fountains of silver sparklers, 30-foot long streamers and colored stars that were launched more than 60 feet into the sky. The special effects were all set to music.

Rayovac's stock will be sold on the New York Stock Exchange under the symbol "ROV." Rayovac was last traded on the NYSE back in the mid-50's.

"This is the start of an exciting new era in the long, proud history of Rayovac," said Dave Jones, Rayovac's chairman, president and CEO. "This public offering will allow Rayovac further financial strength to pursue its future growth strategies."

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

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