



## Rayovac Announces China Launch

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MADISON, Wis., June 8 /PRNewswire/ -- Rayovac Corp. (NYSE: ROV) announces plans to enter the battery market in China with the launch of the company's Maximum(R) alkaline product. The launch is targeted for this summer.

"With 1.2 billion consumers, China offers a tremendous opportunity for the Rayovac brand and our value-price strategy," said Dave Jones, Rayovac chairman and CEO. "The China launch clearly shows Rayovac's aggressive strategy to be a worldwide player in the battery industry and to seek opportunities to grow our business."

Rayovac has signed an agreement with an established distributor that has extensive trade relationships in China. Rayovac will be using its high-profile spokesperson, basketball superstar, Michael Jordan, on its Maximum alkaline product packages and on point-of-purchase materials and displays. Rayovac will support the launch with television advertising that will also feature Michael Jordan.

"Michael has a tremendous following in the Far East," said Jones. "We hope to harness the power and appeal of Michael to the power and pricing advantages of our Rayovac alkaline brand in our China launch."

Jones went on to add that the battery market in China is huge with estimates of more than four billion units. (The U.S. battery market is pegged at 2.8 billion units according to A.C. Nielsen.)

"Although the total alkaline battery development is still low in China, the segment has experienced exponential annual growth of more than 35 percent over the past few years. In addition, the battery market is very splintered in China," said Jones. "These factors combined with our quality, performance and value should enable us to establish a meaningful position in the market."

Rayovac is the third largest U.S. manufacturer of batteries and battery-operated lighting products. Rayovac is also the world's leading supplier of hearing aid batteries. Rayovac began trading on the New York Stock Exchange on November 21, 1997, under the symbol ROV. Thomas H. Lee Company, a private investment firm based in Boston, and its affiliates own the majority interest in Rayovac.

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