



Rayovac Announces Licensing Agreement With Marathon Projects

October 7, 1998

MADISON, Wis., Oct. 7 /PRNewswire/ -- Rayovac (NYSE: ROV) today announces Marathon Projects Ltd. as exclusive agent to license the Rayovac brand name in the U.S., Canada and Puerto Rico. The two-year agreement, effective immediately, provides that Rayovac will pre-approve licensees and set quality standards for the licensed products. The agreement represents the first time Rayovac has licensed its brand in its history.

According to the agreement, Marathon Projects, a leading marketing firm specializing in corporate and fashion licensing since 1984, will target the following areas for licensing: automotive batteries; lighting products (excluding flashlights, lanterns and light bulbs); electric appliances and accessories.

"We believe that Rayovac-brand licensed products will enhance and broaden the overall awareness of our company and its traditional products and is another example of how we are building 'Brand Rayovac,'" said David A. Jones, Rayovac Chairman and CEO. "The agreement creates numerous synergies in terms of boosting the impact of our advertising dollars, and forming new marketing and promotional partners.

"Moreover, each licensed product will reinforce that the Rayovac brand stands for power and performance.

"Lastly, it represents a way to enter new markets and generate a significant income stream with no upfront investment on our part. We are simply using an asset that has been historically underleveraged to some extent. This is good news for our shareholders," he added.

"Marathon Projects has worked with many noteworthy clients helping to position their brand marketing strategies through licensing," said Craig Kalter, Marathon Projects President and Founder. "Some of the more recognized brandnames and personalities have included Walt Disney, Warner Brothers, Black & Decker, Dirt Devil, Hamilton Beach, Farberware, Playtex, French Toast, After Six, Oneida, Royal Doulton & Ivana Trump. Marathon Projects has secured successful licenses in many diverse areas including toys, children's apparel, footwear, hosiery, eyewear, headwear, hair accessories, evening dresses and wedding invitations.

"The scope of the licensing relationship with each client is always a little different but enhancing their brandname positioning through licensing has always been their key criteria for working with Marathon Projects," noted Kalter.

"With the roster of clients that Marathon Projects has served, we are in excellent company," noted Jones. We are constantly pursuing associations with industry leaders to help us market our Rayovac brand and we feel the folks at Marathon Projects are the best at what they do."

With its world headquarters in Madison, Wis., Rayovac is the third largest U.S. manufacturer of batteries and battery-operated lighting products. Thomas H. Lee Company, a private investment firm based in Boston, owns the largest common share interest in Rayovac. Rayovac is traded on the New York Stock Exchange under the symbol ROV.

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