



Rayovac and Rudolph Light Up This Holiday Season

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MADISON, Wis., Nov. 20 /PRNewswire/ -- One of the most endearing images of the Christmas season -- Rudolph the reindeer and his glowing nose -- will be especially bright this year, as Rayovac (NYSE: ROV) has partnered with GoodTimes(R) Entertainment to promote the new feature film, Rudolph the Red-Nosed Reindeer: The Movie.

This classic Christmas story was given a limited release in theaters in late October and was released on home video in mid-November. The animated feature showcases the voices of such well-known personalities as John Goodman, Debbie Reynolds, Whoopi Goldberg and Bob Newhart.

Rayovac will tie-in with the movie in a number of ways:

-- A free pack of movie character stickers will be included with each specially marked Rayovac VALUE BRIGHT(TM) flashlight -- the perfect stocking stuffer.

-- Consumers will be offered a \$2.00 rebate on the purchase of the Rudolph(R) home video when they purchase a VALUE BRIGHT flashlight and any three packs of Rayovac MAXIMUM(R) Alkaline batteries.

-- Consumers will be offered the opportunity, through Rayovac, to donate their rebate to the United States Committee for UNICEF -- the worldwide children's relief organization.

In addition, GT Interactive -- a division of GoodTimes Entertainment -- has produced a Rudolph interactive CD-Rom game for children. The game packaging features a smiling Rudolph with an actual blinking red nose. The blinking nose is made possible by a Rayovac MAXIMUM alkaline battery built right into the packaging. Noted on the back of the box is, "Rudolph's nose powered by Rayovac."

The video's release will be also be supported at retail with a series of books by GoodTimes Publications and Golden Books Family Entertainment. Character plush toys will also be offered.

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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CONTACT: Janet Masters of Rayovac, 608-275-4414, mastersj@rayovac.com