



Rayovac Launches World's Longest-Lasting Hearing Aid Battery; #1 Hearing Aid Battery Will Last Up to 30 Percent Longer Than Its Competition

March 21, 2000

MADISON, Wis., March 21 /PRNewswire/ -- Millions of people can now hear loud and clear -- and longer -- thanks to breakthrough technology developed by Rayovac (NYSE: ROV), the world's No.1 manufacturer of hearing aid batteries. Products like the new Rayovac Ultra Zinc Air Hearing Aid Batteries, which will last up to 30 percent longer than other zinc air hearing aid batteries, are what also make Rayovac the fastest growing battery manufacturer in the U.S.

Set to ship in early summer, the high-performing, long-lasting batteries will be available through both retail outlets and hearing care professional locations.

"Rayovac Ultra Zinc Air Hearing Aid Batteries are just the latest in a series of technological advances developed by Rayovac's team of dedicated hearing aid battery scientists," said Rayovac Chairman and CEO Dave Jones. "It's this dedication to innovation that has resulted in Rayovac's position as the world's leading producer of hearing aid batteries with a nearly 60 percent share of the global market."

New Rayovac Ultra hearing aid batteries feature patented zinc air technology that maximizes performance of the battery cell as a result of unique components and construction. Rayovac Ultra Zinc Air Batteries will provide performance so superior, hearing aid wearers will notice a difference. The end result is longer life in all types of hearing aids, especially the new smaller digital hearing aids.

Golfing legend Arnold Palmer, Rayovac's spokesperson and hearing aid wearer, will kick off an aggressive marketing and merchandising launch of the new Rayovac Ultra Zinc Air Hearing Aid Batteries. Mr. Palmer's potential audience is a large one with more than 5.7 million people who wear hearing aids, and another 20 million who have some sort of hearing loss and would benefit from the wearing of a hearing aid.

Rayovac is the No. 1 battery choice among hearing aid device manufacturers due to its history of innovation in the hearing aid industry -- from technological contributions toward the invention of the first hearing aid to the introduction of premium zinc air hearing aid battery technology. In fact, the vast majority of new hearing aids sold in the world today come with a Rayovac battery. In addition, Rayovac was the first battery manufacturer to develop the miniaturized batteries for the new ITC (In-the-Canal) hearing aids and the CIC (Completely-In-The-Canal) hearing aids. In all, Rayovac holds 31 hearing aid battery patents, more than the combined total of all its competitors.

People who think they might be experiencing hearing loss can call the Arnold Palmer/Rayovac Hearing Hotline for tips on how to tell if you might need a hearing aid at 800-800-5224, Monday through Friday 9 a.m. to 5 p.m. (EST).

Rayovac is the fastest growing U.S. battery company, according to data provided by A.C. Nielsen, and is currently the third largest U.S. manufacturer of batteries and battery-operated lighting products. The Company also markets the No. 1 selling rechargeable brand and is the world leader in hearing aid batteries. Rayovac is traded on the New York Stock Exchange under the ROV symbol.

Certain matters discussed in this news release, with the exception of historical matters, are forward-looking statements which involve risks and uncertainties. Actual results may differ materially from these statements as a result of changes in external competitive market factors, unanticipated changes in the Company's industry or the economy in general, as well as various other factors, including those discussed herein and those set forth in the Company's most recent Annual Report on Form 10-K.

SOURCE Rayovac Corporation

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