



Rayovac Announces Price Increase; Continues to Reinvest in Brand, Product Performance and Merchandising Innovations

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MADISON, Wis., April 4 /PRNewswire/ -- Rayovac (NYSE: ROV) today announced a price increase for selected products, effective May 29, 2000. The overall price for the products, which include alkaline, rechargeable and hearing aid batteries, will increase on average by 4 to 5 percent depending on the product.

"Rayovac's price increase enables us to reinvest in what has made us a success -- a strong nationally advertised value brand that continues to grow, outstanding product performance, and innovative merchandising solutions," said Dave Jones, Rayovac Chairman and CEO. "Rayovac's product improvements have resulted in performance that is similar to, and in some cases, surpasses our competition. Providing long lasting power for less is why Rayovac is the fastest growing battery manufacturer in the U.S. today."

Rayovac's recent investments of more than \$50 million in manufacturing and R&D has resulted in numerous product improvements, including:

-- The recently launched Rayovac Ultra Zinc Air Hearing Aid Battery. Already the world's longest lasting hearing aid battery, the new Zinc Air now lasts up to 30% longer than its competitors.

-- The dramatic improvement in the performance of its alkaline battery power over the last year. Rayovac's AA Maximum(R) Alkaline batteries now last up to 82% longer, while its AAA batteries last up to 62% longer.

Mr. Jones added, "Rayovac also is very proud of its commitment to provide retailers with innovative packaging and merchandising solutions that help move product and increase sales. It is one of the ways we have built strong relationships with our retailers and one of the reasons why Rayovac is one of the leading battery companies in the mass merchandiser channel -- the largest channel of battery distribution."

Reinvigorating the multipack segment, last year Rayovac introduced the use of transparent, resealable plastic storage cases that provide the ultimate in consumer convenience. Due to the success of its original 24-unit Pro Pack(TM) and smaller size Clear Value Pack(TM) packaging, Rayovac has gone on to add the resealable feature to carded multipacks.

In addition to brand reinvestment, Rayovac also cites increasing costs of raw materials and packaging as the reason for the price increase.

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

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