



Rayovac Revs Up for Father's Day

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Flashlights

MADISON, Wis., May 30 /PRNewswire/ -- Need an idea for Father's Day? Still wondering what it is every father wants? Rayovac (NYSE: ROV) is so sure they have the answer, they've launched a special Father's Day advertising campaign to promote it: The Harley-Davidson(R) flashlight.

The new line of flashlights, created through a partnership between Rayovac and Harley-Davidson, comes complete with genuine leather grips and classic Harley(R) detailing. To help shed some light on the innovative design, Rayovac created a television ad featuring the sleek chrome and leather styling that has made the Harley-Davidson brand a legend. In order to ensure this hot item lands on every father's wish list, Rayovac is airing its commercial on numerous national cable networks, May 29 through June 18. The spot will also appear in all 2,400 of Wal-Mart's stores over its in-store channel, the PICS network.

Already generating lots of excitement with retailers, Rayovac's Harley-Davidson flashlights are set to stock the shelves of some of the nation's hottest mass merchandising channels. The Harley-Davidson line includes a range of flashlight models as well as key chain lights.

Rayovac's Partnering Strategy

One of the key growth initiatives driving Rayovac's lighting success is its partnering strategy. To implement this strategy, Rayovac partners with a strong, recognizable brand to create an exciting new product unique to Rayovac.

"Growth initiatives like our partnering strategy have made Rayovac an established player in the lighting industry, contributing to category growth and delivering increased sales to our retail customers," said Steve Shanesy, executive vice president of Global Brand Management. "The Harley-Davidson lights are a perfect example. With a name that is recognized around the world, we believe these lights are going to be a great success and that they demonstrate Rayovac's ability to deliver the design innovation our customers are looking for."

Rayovac Outpaces The Category

The fastest growing battery manufacturer in the U.S. is now revving up the lighting industry. According to AC Nielsen data*, Rayovac's lighting business is growing more than twice as fast as the overall flashlight category. In fact, in non-rechargeable flashlights Rayovac has:

- Taken the leadership position in the mass merchandiser category with 19.5 percent* -- 4 share points ahead of the closest competitor
- More than doubled distribution since 1997

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.

*According to A.C. Nielsen data - 12 weeks ending 4/8/00

SOURCE Rayovac Corporation

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