



## Rayovac Gobbles Silver Effie Award With Its Successful Battery Campaign

June 8, 2000

Rayovac and Young & Rubicam Prove a Powerful Combination, Effectively  
Delivering Rayovac's Message of 'All the Power for Less'

MADISON, Wis., June 8 /PRNewswire/ -- Rayovac (NYSE: ROV) and Young & Rubicam's Chicago advertising team proved a winning combination at The American Marketing Association's 2000 Effie Awards, held last night in New York. The powerful duo was awarded a Silver Effie, the top prize in the consumer electronics category, for their Battery Gobblers advertising campaign.

Recognized by the advertising community as one of the highest accolades given in the industry, the Effie awards are the only national award to honor creative achievement that meets and exceeds advertising objectives.

"Rayovac is very proud to have been honored with such a prestigious award. This award validates that more and more people are discovering the power of Rayovac, which is why today we are the fastest growing battery manufacturer in the US," commented Dave Jones, chairman and CEO. "Teaming with Young & Rubicam has made our advertising experience enjoyable for two reasons -- the partnership they provide and the campaigns they deliver. The Battery Gobblers campaign brings our value message to consumers and incredible results back to us."

Based on the common belief that electronic devices "eat" a lot of batteries, the Battery Gobblers campaign highlights why Rayovac is uniquely positioned to fend off the power-hungry beasts by providing "all the power for less." Featuring the legendary Michael Jordan, this campaign successfully met the objectives in improving brand awareness, market share and brand perceptions. In fact, since 1999, Rayovac has:

- Realized a 23 percent increase in total brand awareness
- Doubled total ad awareness
- Realized a 33 percent increase in unaided ad awareness

"Our main mission is to help our clients win," said Kary McIlwain, Managing Director, Y&R Chicago. "With Rayovac, we have a winning combination -- a terrific partnership and a great brand with amazing potential. Receiving an Effie means a great deal to all of us because this is a highly competitive category and it can be challenging to break through. It's an honor to receive confirmation of the work's effectiveness by a panel of marketing and advertising experts. And an Effie carries more respect than the usual award because it's given based on the actual sales results the advertising delivered, in addition to creativity."

Rayovac's extraordinary brand awareness has fueled dramatic market share growth despite increased competition. In fact over the last three years, Rayovac has experienced an increase in unit market share of:

- 35 percent in the general battery category
- 47 percent in alkaline

Rayovac Corporation is the fastest growing U.S. battery company, according to data provided by A.C. Nielsen. Rayovac is currently the third largest U.S. manufacturer of batteries and battery-operated lighting products. It also markets the number one rechargeable brand and is the world leader in hearing aid batteries. Rayovac is traded on the New York Stock Exchange under the ROV symbol.

Y&R Chicago currently has approximately \$200 million in billings. They help clients win by offering integrated services in advertising, database marketing and customer relationship management, perception management and public relations, branding identity consultation and design services, and healthcare communications, through Young & Rubicam, Inc., a diversified, global marketing and communications organization.

SOURCE Rayovac Corporation

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