



Rayovac Receives Coveted SPARC Award

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Performance

MADISON, Wis., June 20 /PRNewswire/ -- For its dedication to providing retailers with the best service possible, Rayovac (NYSE: ROV) has been awarded the distinguished 2000 SPARC (Supplier Performance Awards by Retail Category) First Place Award. Recipients of the award are selected based on a poll conducted by DSN Retailing Today, formerly Discount Store News. Those polled included key merchandising executives in the \$44+ billion Mass-Market retailing industry.

"Rayovac is proud to receive this award and of the reputation we have earned as an outstanding supplier. Retailers continue to join our distribution ranks because we offer them products, merchandising support and margins that increase their sales and profits," said Merrell Tomlin, Rayovac's vice president of sales and president of Rayovac Canada. "Whether it's packaging improvements or inventory management, we understand retailing and the business of retailing. That's one of the reasons why we added 17,000 distribution outlets in 1999 alone and why Rayovac is the fastest growing battery company in the U.S. today."

The performance criteria was voted on by buyers and merchandise managers from the industry's top 100 retailers who identified what they believe to be the most important criteria to merchandising executives.

Specific examples include self-sell packaging, new product innovation, maximizing profit, on-time delivery, advertising support and quality control.

"SPARC celebrated its twenty-third anniversary in 2000 and the competition has never been stronger," said John Rapuzzi, VP/Group Publisher of DSN Retailing Today. "Rayovac was selected because of its service, innovation and overall programs that best serve the Mass-Market retailing industry."

The Annual SPARC Awards are the only industry-wide vendor recognition program in Mass-Market retailing and symbolize the highest honor that can be paid to a supplier serving the industry. The 2000 SPARC Awards will be presented at a special banquet in Chicago on Monday, August 14, 2000.

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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