



Rayovac Wins New Global Battery Account

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MADISON, Wis., April 25 /PRNewswire/ -- Rayovac (NYSE: ROV) announced today that Kingfisher group, one of the top five retail consortiums in the world, has selected Rayovac as the exclusive supplier of branded, value-priced alkaline batteries and heavy duty batteries in approximately 2000 locations across four continents.

Headquartered in the UK, Kingfisher is the principal holding company for major retailers such as Woolworths, B&Q and Comet in the U.K., Castorama and Darty in France, ProMarkt and Macro Markt in Germany, Vanden Borre and Hugo Van Praag in Belgium and BCC Electrical in the Netherlands.

"The selection of Rayovac over a number of global and European competitors is further evidence of the growing global awareness of the Rayovac brand," said Dave Jones, Rayovac chairman and CEO. "Our winning strategy of growing retail sales and profits while offering quality products at a value price is a winning proposition recognized by the Kingfisher group. We look forward to building the battery business across the entire group as we have with B&Q over the past two years."

Rayovac has powered growth in the DIY channel in the UK over the past two years through its introduction of innovative Pro-Packs(TM) at B&Q. This patented packaging appeals to contractors, do-it-yourselfers and value-conscious consumers. GFK Data Trak shows Rayovac's share of the DIY channel at 56 percent for the latest 52 weeks. Battery sales in the DIY channel have soared 18 percent in the past year, fueled in large part by the growth of Rayovac at B&Q and Focus Do It All.

"The Rayovac branding concept of top-tier quality products at a value price, coupled with innovative packaging and merchandising support, is fueling above-average category growth and benefiting both our retail partners and consumers," according to Ken Drescher, managing director of Rayovac Europe, Middle East and Africa.

Rayovac is one of the world's leading battery and lighting device companies and according to A.C. Nielsen data, the fastest growing battery manufacturer in the U.S. The Company also markets the number one selling rechargeable brand of battery and is the world leader in hearing aid batteries. Rayovac trades 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 within the meaning of the Private Litigation Reform Act of 1995. These statements are subject to a number of risks, uncertainties and other factors that could cause results to differ materially from those anticipated as of the date of this release. Actual results may differ materially from these statements as a result of (1) changes in external competitive market factors, such as introduction of new product features or technological developments, development of new competitors or competitive brands or competitive promotional activity or spending, (2) unanticipated changes in consumer demand for the various types of consumer batteries, (3) unanticipated changes in the general economic conditions where we do business, such as stock market prices, interest rates, inflation and raw material costs, and (4) various other factors, including those discussed herein and those set forth in the Company's most recent Annual Report on Form 10-K.

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

Web site: www.rayovac.com