



The Home Depot Selects Rayovac as a Major Battery Supplier

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MADISON, Wis., May 21 /PRNewswire/ -- Rayovac Corp. (NYSE: ROV) announced today that The Home Depot, the world's largest home improvement retailer, has selected Rayovac as a major branded battery supplier. Rayovac Maximum(R) alkaline batteries, rechargeable alkaline and rechargeable nickel metal hydride (NiMH) batteries and battery chargers will begin shipping this summer. In addition, The Home Depot selected Rayovac as its rechargeable supplier for the entire U.S. chain of 1,077 stores.

"Rayovac looks forward to teaming up with The Home Depot as we develop powerful solutions to grow their battery business. Being selected as a battery supplier for The Home Depot is a great honor and further legitimizes Rayovac's position as a major global battery company," said Dave Jones, Rayovac chairman and CEO. "Rayovac's innovative packaging concepts, coupled with our consumer-appealing marketing strategy of delivering high quality products at a value price, were key factors in The Home Depot selection."

With 2000 sales of \$45.7 billion, The Home Depot has 1,190 retail locations, including 1,077 Home Depot stores in the U.S., 67 Home Depot stores in Canada and seven Home Depot stores in South America.

To capture battery sales from contractors, do-it-yourselfers and everyday shoppers, The Home Depot will stock 11 different Rayovac branded Maximum alkaline battery assortments. Seven battery assortments will feature Rayovac's patented, reclosable and reusable clear plastic packaging that keeps batteries organized, upright and in plain sight. Rayovac branded alkaline products will be placed in the designated battery sections and cross-merchandised on secondary locations throughout the stores. These branded alkaline products will be available in approximately 458 Home Depot stores in 24 states that comprise the New England, Mid-Atlantic and Midwest divisions of The Home Depot.

In the rechargeable category, Rayovac will be the supplier for all Home Depot retail stores in the United States. Rayovac is the number one selling rechargeable brand in the U.S. with nearly a 77 percent unit market share, according to A. C. Nielsen data. The Home Depot will sell Rayovac's line of rechargeable alkaline batteries and battery chargers. In addition, Rayovac's new high-capacity rechargeable NiMH batteries, which last two times longer than any alkaline batteries in digital cameras*, will be stocked.

Rayovac has been part of a yearlong battery sales test in Home Depot Mid-Atlantic division stores. Although Home Depot did not disclose exact test results, the proposition of high performance at a value price registered with consumers, resulting in positive scores in The Home Depot analysis. Several months ago, The Home Depot selected Rayovac as one of its flashlight suppliers. Rayovac lights have been shipping into Home Depot stores since March 2001.

Rayovac is one of the world's leading battery and lighting device companies and the fastest growing battery manufacturer in the world. The Company also markets the number one rechargeable brand of battery 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 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.

** Based on 1600 mAh AA NiMh batteries - ANSI test

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