



## **Rayovac's New 15-Minute Rechargeable System Chosen for Popular Science 'Best Of What's New' in 2003 Award**

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MADISON, Wis., Nov. 17 /PRNewswire-FirstCall/ -- The new Rayovac 15-Minute Rechargeable System -- the only one of its kind to offer an unprecedented battery charging time of 15 minutes or less -- has been chosen by Popular Science magazine to receive a "Best of What's New" Award for 2003.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20031117/CGM059>

<http://www.newscom.com/cgi-bin/prnh/20020716/ROVLOGO> )

Each year, editors at Popular Science, the world's largest science and technology magazine, consider and review thousands of new products and breakthrough technologies. Of these, only the top 100 technological innovations in 12 categories are chosen to receive the prestigious "Best of What's New" award. To be selected, the product or technology must represent a significant step forward in its category.

Rayovac's 15-Minute Rechargeable System features revolutionary I-C3 technology(R) (In-Cell Charge Control) that puts the control of recharging into the battery, instead of the charger. This breakthrough in Nickel Metal Hydride technology offers significant performance and convenience advantages over existing rechargeable and disposable battery systems. In addition to the short charging time, the batteries last up to four times longer than alkaline in digital cameras and can be recharged up to 1,000 times.

The Rayovac 15-Minute Rechargeable System is featured along with the other winners in a special editorial section of Popular Science's December issue, the most widely read issue of the year.

Rayovac Corporation (NYSE: ROV) is a global consumer products company with a diverse portfolio of world-class brands, including Rayovac, VARTA and Remington. The Company holds many leading market positions including: the world's leader in hearing aid batteries; the top selling rechargeable battery brand in North America and Europe; and the number one selling brand of men's and women's foil electric razors in North America. Rayovac markets its products in more than 100 countries and trades on the New York Stock Exchange under the ROV symbol.

SOURCE Rayovac Corporation