



Rayovac and 1-800-Batteries Ink Revolutionary Battery Delivery Deal Featuring In-Store Fulfillment Hotlines, Internet Sales

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by Ensuring Availability of Virtually Any Battery

MADISON, Wis., Sept. 10 /PRNewswire/ -- Rayovac (NYSE: ROV) and 1-800-Batteries today announced an exclusive agreement to create a state-of-the-art telephone hotline ordering system to allow consumers who cannot find the batteries and accessories they need in their regular retail store to order for next day delivery using their credit card. The hotline system will be installed in key retailers across the country and is expected to be operational beginning Fall of 1998.

The agreement also provides that the companies' Web sites, <http://www.rayovac.com> and <http://www.1800Batteries.com>, will be linked to provide convenient ordering via the Internet. The links will be operational by September 14. 1-800-Batteries will also list a variety of Rayovac products in its retail catalog and on its Web site.

The hotlines and Web site ordering systems are being manned 24-hours-a-day, seven-days-a-week by 1-800-Batteries, which stocks over 7,000 batteries, rechargers and mobile gear. The agreement represents a distribution breakthrough and is the first time a manufacturer and direct supplier have joined together to address a common retail consumer frustration.

"It's becoming increasingly harder for stores to stock the growing array of batteries for today's sophisticated electronic devices, resulting in disappointed consumers and lost sales and high product returns for retailers," said Dave Jones, Rayovac chairman and CEO. "The hotline and Internet sales are a win-win for all. Consumers get the right batteries they want when they want them and retailers can minimize their inventories without compromising customer service."

"We decided to partner with 1-800-Batteries because they offer the most comprehensive database and cross reference system in the world," said Steve Shanesy, Rayovac executive vice president of marketing and general manager of batteries and lights. "Their database and trained technical experts also provide help for consumers to find the right battery. This expertise does not exist in the floor personnel of most retailers."

"We are excited about working with Rayovac which is known for its retail category management expertise to provide high-quality solutions for today's mobile electronic society and let consumers enjoy their 'gear up and go' lifestyle," said Ken Hawk, 1-800-Batteries CEO and founder. "Both Rayovac and 1-800-Batteries are dedicated to creating innovative systems to meet the growing needs of their customers where ever they happen to be -- at their local retailer or at home surfing the Internet."

This new system is offered exclusively to retailers that stock Rayovac's new line of rechargeable batteries for cellular and cordless telephones and camcorders. Rayovac and 1-800-Batteries will offer free installation and point-of-sale support to participating retailers. Retailers will also receive a commission for each sale and a quarterly movement report that will tell retailers which frequently requested items to stock in the future.

With its world headquarters in Madison, Wis., Rayovac is the third largest U.S. manufacturer of batteries and battery-operated lighting products. Thomas H. Lee, a private investment firm based in Boston, owns the largest common share interest in Rayovac. Rayovac is traded on the New York Stock Exchange under the symbol ROV.

Headquartered in Reno, Nev., 1-800-Batteries is the nation's broadest supplier of rechargeable batteries and gear for mobile professionals. More than 7,000 batteries and accessories are available through 1-800-Batteries' distinctive catalog, by calling 1-800-Batteries (24-hours-a-day, 7-days-a-week), via the Internet (<http://www.1800Batteries.com>). As a leading innovator in global Web sales, 1-800-Batteries reliably delivers power and connectivity solutions worldwide to help you -- Gear Up & GO(TM) is expected to reach \$16 million in sales, a 100 percent increase over 1997.

SOURCE Rayovac Corporation

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