



## Rayovac Launches \$30 Million Jordan Campaign

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MADISON, Wis., Oct. 1 /PRNewswire/ -- Rayovac (NYSE: ROV) announces the launch of a new \$30 million advertising and promotional campaign starring basketball superstar Michael Jordan. The campaign will feature four new television commercials, a new print ad and point-of-purchase support material, all featuring Michael Jordan. The campaign will break October 5.

Both the print ad and TV commercials feature Michael addressing the confusing battery claims that are occurring in the marketplace and how Rayovac batteries will deliver long-lasting power for less money.

The television campaign will start October 5. The Rayovac schedule includes ABC, NBC, WTBS, A&E, The Discovery Channel, USA, TNT, Nickelodeon, VH1, Lifetime and the Weather Channel, to name a few.

The print campaign will also start in October. The print campaign will run in People, Better Homes & Garden, Good Housekeeping, Reader's Digest, and TV Guide, to name a few.

Young & Rubicam, Chicago, developed the campaign. Ebel Productions in Chicago shot the television spots.

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 Company, 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.

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