



Rayovac Teams With Jarrett, Favre, Irwin for 1999 NASCAR Busch Series Events

February 13, 1999

MADISON, Wis., Feb. 13 /PRNewswire/ -- Rayovac (NYSE: ROV), one of the most famous brand names in America, will enter the 1999 NASCAR Busch Series arena as the primary sponsor of Jarrett-Favre Motorsports. The multi-year sponsorship agreement will see Rayovac's familiar black, gold and red colors on Ford Tauruses fielded from the team's Conover, N.C. shop, with 1998 NASCAR Winston Cup Raybestos Rookie of the Year Kenny Irwin behind the wheel in 11 events. Jarrett will drive the Rayovac Ford in three other events during the season.

"We have been looking to enter the NASCAR Busch Series with the right team for some time," Rayovac Executive Vice President Merrell Tomlin said at the sponsorship announcement February 13 at Daytona International Speedway. "This opportunity, which includes a highly competitive team, a driver who many expect to be a star of the immediate future, and the opportunity to work with both Dale Jarrett and Brett Favre, is exactly the blend we were looking for.

"We have every confidence we will be competitive in the NASCAR Busch Series, and we believe having Dale, Brett and Kenny as our representatives will have a major impact on promoting brand Rayovac in 1999 and beyond. We have carefully selected the events we will compete in this year, and we will work closely with retailers in the race markets through a variety of promotional, advertising and marketing activities."

The fact that Favre has become an equity partner in Jarrett's race team made Rayovac's sponsorship even more appealing, according to Tomlin. "Our world headquarters is in Madison, Wis., and the opportunity to work with Brett was one that we could not pass up. We feel our involvement with the NASCAR Busch Series as part of the Jarrett-Favre Motorsports team will have great appeal to race fans. We simply are delighted to have Dale and Brett join the Rayovac family of celebrities that also includes Michael Jordan and Arnold Palmer."

Favre became an equity partner in Jarrett's NASCAR Busch Series team in the off-season, and will attend several races this year as his NFL season permits. Becoming a partner in the team is an extension of his competitiveness on the gridiron, Favre explained.

"I have been a fan of racing for quite some time and when I first met Dale, I knew we had much in common. In addition to our love of football and golf, I immediately felt that Dale was a kindred competitive spirit and I am really looking forward to our association," the three-time NFL Most Valuable Player said. "This is a great opportunity to work with Dale, be involved with NASCAR and also work with a Wisconsin-based company whose products have been the best in their fields for nearly a century."

From Jarrett's standpoint, Rayovac's sponsorship and his new partnership with Favre is precisely what he was looking for with his NASCAR Busch Series team.

"Rayovac has provided us with a program that will allow us to compete with the best-funded teams in NASCAR Busch Series racing," the two-time Daytona 500 winner said. "It also is a great opportunity for me to be affiliated with a group of really excellent people at Rayovac. They understand racing and they are determined to make their sponsorship work within the sport. I am proud that Rayovac and its executives have faith in our team to join us in this effort. We, obviously, are going to make every effort to be competitive from the first time the Rayovac Taurus rolls onto the track.

"I feel that Brett and I each can bring something to the table for Rayovac and help them meet both their short-term and long-term goals. Our cars will have engines built by Robert Yates this year, and I believe that Kenny will have the opportunity to run up front in this effort."

Rayovac, founded as the French Battery Company in Madison, Wis. in 1906, was renamed the Rayovac Company in the mid-1930s. It is presently a publicly-traded company with a majority interest held by the Thomas H. Lee Company, a private Boston-based investment firm.

Rayovac is the third largest U.S. manufacturer of batteries and according to data provided by A. C. Nielsen, is the fastest growing U.S. battery company. It also markets the number one selling rechargeable brand and is the world leader in hearing aid batteries.

Rayovac Corporation produces a variety of batteries that include alkaline, heavy duty, and hearing aid batteries, along with lantern and specialty batteries. Other products include rechargeable alkaline, nickel cadmium, lithium ion and nickel metal hydride and chargers. In addition, the company produces computer clock batteries, lithium, zinc air and silver button cells, as well as photo/electronic specialty batteries. The company also produces and sells a variety of battery-operated lighting products.

SOURCE Rayovac Corporation

Company News On-Call: <http://www.prnewswire.com/comp/742563.html> or fax, 800-758-5804, ext. 742563

CONTACT: John Daggett of Rayovac, 608 275-4912, or Bob Kelly of Team Marketing Management, 770 419-1008