



Rayovac Recognized by Wal-Mart During Busiest Time of Year; Wal-Mart Awards Rayovac for the Second Year in a Row

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MADISON, Wis., March 28 /PRNewswire/ -- In recognition of outstanding customer service, marketing innovation and product performance, Rayovac (NYSE: ROV) has been selected by Wal-Mart as "Supplier of the Fourth Quarter" in the Impulse Merchandising category. This award, which Rayovac has received for the second consecutive year, illustrates the type of retail partnerships that have made Rayovac the fastest growing battery company in the U.S. today.

"Rayovac's repeated recognition by Wal-Mart for outstanding performance during the busiest time of year means we are delivering what our customers want -- a strong value product, merchandising innovations, and retail partnerships that help both companies grow," said Rayovac Chairman and CEO Dave Jones. "We are proud to have played a part in Wal-Mart's success during the fourth quarter. It's one of the reasons Rayovac achieved record earnings for the thirteenth consecutive quarter."

Rayovac is the fastest growing U.S. battery company, according to data provided by A.C. Nielsen, and is currently the third largest U.S. manufacturer of batteries and battery-operated lighting products. The company also markets the No. 1 selling rechargeable brand 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 which involve risks and uncertainties. Actual results may differ materially from these statements as a result of changes in external competitive market factors, unanticipated changes in the Company's industry or the economy in general, as well as various other factors, including those discussed herein and those set forth in the Company's most recent Annual Report on Form 10-K.

SOURCE Rayovac Corporation

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