



Rayovac Appoints Y&R Family Global Partner

May 8, 2000

Taps Burson-Marsteller for IR/PR Counsel

MADISON, Wis., May 8 /PRNewswire/ -- Rayovac Corporation (NYSE: ROV) today announced that it has expanded its global advertising account with Y&R Chicago to include a focus on the Canadian and Latin American regions. The assignment comes after a Rayovac acquisition that expanded the company's presence in the Latin American market.

Y&R Chicago has had a growing relationship with the Madison, Wisconsin based battery manufacturer since 1997, and is responsible for the latest advertising campaign featuring Michael Jordan. The campaign touting Rayovac's message -- all of the power for less -- has helped generate unprecedented growth in awareness of the Rayovac brand. Since 1997, Rayovac has:

- More than tripled total ad awareness
- Doubled unaided ad awareness
- Realized a 10 point increase in total brand awareness

Rayovac's extraordinary brand awareness has fueled dramatic market share growth despite increased competition. Today, Rayovac is the fastest growing battery manufacturer in the U.S. In fact over the last three years, Rayovac has experienced an increase in unit market share of:

- 35 percent in the general battery category
- 47 percent in alkaline

Also enlisted to help deliver the Rayovac message is Burson-Marsteller, another member of the Y&R Inc. family, who will handle investor and media relations for the U.S.

"Rayovac's 14 consecutive quarters of record sales and earnings performance is a strong testament to consumer belief in our products and the power of the Rayovac brand," commented Dave Jones, chairman and CEO. "We're very pleased with the contributions the advertising campaign has made over the past few years. Y&R Chicago has proven themselves to be a strong partner and as our business has grown, so has our partnership with the Y&R family to include Burson-Marsteller for investor and media relations."

"This is just one way that a network of companies can deliver so much value to clients, not only in terms of convenience, but also in developing strategic integrated communications plans that work seamlessly together," adds Howard Breen, president and CEO. "We are very excited to be growing along with Rayovac and taking on the Canadian and Latin American business. And Burson-Marsteller will bring tremendous resources and experience to this brand."

Rayovac Corporation is the fastest growing U.S. battery company, according to data provided by A.C. Nielsen. Rayovac is currently the third largest U.S. manufacturer of batteries and battery-operated lighting products. It also markets the number one rechargeable brand and is the world leader in hearing aid batteries. Rayovac is traded on the New York Stock Exchange under the ROV symbol.

Y&R Chicago currently has approximately \$200 million in billings. They help clients win by offering integrated services in advertising, database marketing and customer relationship management, perception management and public relations, branding identity consultation and design services, and healthcare communications, through Young & Rubicam, Inc., a diversified, global marketing and communications organization.

SOURCE Rayovac Corporation

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