



Rayovac Maintains Superiority in Hearing Aid Battery Industry

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World's #1 Hearing Aid Battery Manufacturer Remains Confident in Its
Leadership Position

MADISON, Wis., May 31 /PRNewswire/ -- Rayovac (NYSE: ROV) continues to claim superiority over competition and is confident that recent jury findings will in no way impact the aggressive technology and marketing campaign that has made Rayovac the world's number one hearing aid battery manufacturer. Rayovac plans to investigate options for obtaining further judicial review of the U.S. District Court jury decision on the patent infringement case.

Dave Jones, Rayovac's Chairman and CEO, commented on the jury's findings that stated three of Rayovac's zinc air hearing aid patents were invalid.

"We are confident that the recent ruling will not affect Rayovac's leading global market share of 60 percent, which is due to our history of delivering the most innovative products in the hearing aid industry. Rayovac still holds more patents than the combined total of all our competitors. In addition, even while manufacturing the most superior hearing aid batteries available today, Rayovac continues to invest in improvements with a dedicated team of hearing aid battery scientists."

Rayovac's commitment to the hearing aid industry can be heard loud and clear with its:

- Introduction of superior products like the Rayovac Ultra Zinc Air Hearing Aid Batteries. Set to ship in late summer, the new batteries last up to 30 percent longer than major national competitors, according to ANSI standard testing.
- Endorsements by Arnold Palmer -- a hearing aid wearer and one of the most recognized spokespeople in the world.
- Leading market share, which includes more than 60 percent worldwide.
- Reputation as the number one battery choice among hearing aid device manufacturers.
- Long history of innovation in the hearing aid industry -- from technological contributions toward the invention of the first hearing aid to the introduction of premium zinc air hearing aid battery technology.

Rayovac zinc air hearing aid batteries are the world's leading brand with a nearly 60 percent market share. 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

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