



## Rayovac Reports Red-Hot Distribution Gains in Latin America

June 14, 2000

MADISON, Wis., June 14 /PRNewswire/ -- Already recognized as one of Latin America's leading manufacturers of primary batteries, Rayovac (NYSE: ROV) continues to experience significant distribution gains in one of the world's hottest regions.

Rayovac's expansion into Latin America began with its August 1999 acquisition of ROV Limited. Giving Rayovac an immediate presence as well as strong market share in many Latin American countries, the acquisition provided the perfect springboard for introducing additional Rayovac products and for expanding into South America.

As a result, from October 1999 through May 2000 Rayovac added 325 major retail accounts, a significant increase since the August acquisition. Rayovac doubled its presence in Mexico alone with incredible distribution wins that included:

- 590 new OXXO stores
- 186 new Tiendas-Imms stores
- 132 new Farmacias stores
- 161 new Gigante stores

"Rayovac's significant acquisition of ROV Ltd. provided us a powerful platform for international expansion and for duplicating in Latin America the successes we have achieved at home," said Rayovac President and COO Kent Hussey. "Our combination of value positioning, product innovation, targeted promotions and flexible merchandising options has made us the fastest growing battery manufacturer in the U.S. today. And now, with our strong distribution gains in Latin America, Rayovac has proven once again that its winning combination works."

Rayovac's lineup of major retail accounts totals more than 3,000 new stores and includes such premier Latin American stores as: Gigante, Makro, Unicasa, Fin De Siglo, Farmahorro, Casa Royal, Carrefour, Supermercado, OXXO, Tiedas Imms and Farmacias Guadalajara. Additional partners include some of Rayovac's major U.S. customers who are rapidly expanding outside of North America such as Wal-Mart and Eckerd Drug.

Examples of key initiatives that have already received a warm welcome in Latin America include:

- The launch of the new unifying alkaline graphics into Latin America
- The introduction of the Clear Value Packs and Pro Packs
- A core line of lanterns and flashlights
- A full line of specialty batteries, including photo and hearing aid

### The ROV Acquisition

The significant acquisition, which closed on August 9, 1999, unified the brand under one roof and reunited the Company with the battery business of ROV Limited, which was spun off from Rayovac in 1982. By purchasing the consumer battery business of ROV Ltd., Rayovac acquired the brand rights for battery products in Latin America, with the exception of Brazil.

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.

SOURCE Rayovac

CONTACT: John Daggett of Rayovac, 608-275-4912, daggett@rayovac.com