



## Rayovac's I-C3 Technology Makes 15-Minute Charger the First of its Kind

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- New rechargeable system allows for battery charging in 15 minutes or less and up to 1,000 times
- Recharged batteries last up to up four times longer than alkaline in certain devices
- No other battery recharging system is faster

MADISON, Wis. – Rayovac, the number one selling rechargeable brand in the U.S., has announced that I-C3, the revolutionary new rechargeable Nickel Metal Hydride (NiMH) battery and charging system will be available to consumers in the U.S. by October 2003. The new I-C3 rechargeable battery system is the only one of its kind to offer a charging time of an unprecedented 15 minutes or less, producing battery power so strong that it will last up to four times longer than an alkaline battery in a digital camera.

Rayovac's patent-pending I-C3 technology (In-Cell Charge Control) puts the control of recharging into the battery, instead of the charger. This breakthrough in NiMH technology offers significant performance and convenience advantages over existing rechargeable and disposable battery systems.

The new Rayovac 15-minute NiMH Rechargeable System will feature new batteries and two new chargers. The Rayovac 15-Minute Rechargeable batteries will be available in AA and AAA sizes. Battery two-packs will be priced under \$10, and four-packs under \$15. The two-position and four-position chargers will charge AA or AAA Rayovac I-C3 NiMH batteries in as little as 15 minutes and up to 1,000 times. The two-position charger is expected to be priced under \$25 and the four-position charger under \$35. In addition, the four-position charger will offer a car cord adapter that will allow 15-minute charging in the car. The car cord can be obtained via a back by mail option in certain packages or by calling Rayovac consumer services at 1-800-237-7000.

"This groundbreaking technology is going to change the way people view rechargeable battery systems, especially in terms of digital cameras," said Jerry Albright, Rayovac divisional vice president, marketing, rechargeables and specialty batteries. "It's perfect for people with busy lifestyles. The power, convenience, and price of the 15-Minute Rechargeable System make it the premier battery product not only for digital cameras, but for devices such as PDAs, toys and CD or MP3 players as well."

An Extraordinary Advance in Rechargeables Rayovac's new rechargeable NiMH battery with built-in charging control will provide several significant advantages over other battery technologies:

- Fastest recharging time ever – 15 minutes or less
- Longest-lasting rechargeable battery in many devices and lasts up to four times longer than alkaline
- Re-use – Can be recharged up to 1,000 times
- Price – Very inexpensive compared to the hundreds of disposable alkaline batteries needed to match the lasting power of the 15-Minute Rechargeable System; far less expensive than lithium batteries
- Safe design – system monitors the charge in each individual battery for safest charge design, speed and reliability

The new Rayovac 15-Minute Rechargeable System will be available in retail stores across the country in October 2003.

Rayovac is a Leader in Technology This 15-minute rechargeable breakthrough is just the latest example of Rayovac's ongoing commitment to create powerful solutions for tomorrow's world. Rayovac's investments in scientists, facilities and equipment are aimed at developing battery technologies for future device applications focused in three battery segments – rechargeable, zinc air and alkaline.

Rayovac is the number one selling rechargeable brand in the U.S. Over the years, Rayovac has led the way in rechargeable breakthroughs with the introduction of a rechargeable alkaline battery system in the mid-90s and the introduction of the world's first one-hour NiMH charger and new long-lasting high capacity NiMH batteries in 2001.

Rayovac zinc air hearing aid battery technology is world renown. Rayovac holds more than a 60 percent share of the worldwide hearing aid battery market. Rayovac's new generation of zinc air hearing batteries are even more powerful and longer lasting and offer powerful solutions to the hearing-impaired.

In the alkaline segment, Rayovac leads the way in building batteries that deliver more power for the consumer's money. In 2002, Rayovac launched a new and improved alkaline battery called Maximum Plus™. This new alkaline product incorporates some of the latest advances in battery chemistry and internal cell construction. The new Rayovac Maximum Plus alkaline battery lasts on average 11 percent longer than previous product.

Rayovac is one of the world's largest consumer battery and lighting device companies. Rayovac products are sold in more than 115 countries. The Company also markets the number one selling rechargeable brand of battery in the U.S. and in Europe, and is the world leader in hearing aid batteries. Rayovac trades on the New York Stock Exchange under the ROV symbol.