



## Rayovac Introduces Powerful New Alkaline and Powerful New Look

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MADISON, Wis., May 23 /PRNewswire-FirstCall/ -- Rayovac (NYSE: ROV) announces the introduction of a new and improved, next-generation performance alkaline battery called Maximum Plus(TM).

(Photo: <http://www.newscom.com/cgi-bin/prnh/20020523/MNTH012> )

This new product incorporates the latest advances in battery chemistry and internal cell construction, with the end result being the longest-lasting Rayovac alkaline ever, with performance improvements of up to 11 percent over the current alkaline product (average improvement across all sizes). The new battery has already begun shipping to the Company's retail customers.

Along with the new alkaline product, Rayovac has unveiled a whole new graphic look, which is incorporated in the Company's logo, packaging, displays and battery cells. The revolutionary design features a new, high-tech, neon blue, black and silver color scheme and "racetrack" Rayovac logo (a circular element around the "Rayovac" name).

Part of the selection process for the new look included research with focus groups that were asked about the design. Consumers were extremely positive about the new look, preferring it four to one to the current packaging. Verbatim comments included, "modern," "high-tech," "cool," and "I'd try that." In fact, when presented with the new packaging and performance, an overwhelming majority of consumers indicated they would purchase.

"It was crucial that the new design symbolize the power and energy of Rayovac and also be applicable across all product lines," said Mark Zander, division vice president - alkaline, lighting products and market research. "It's obvious that consumers have a clear preference for the new packaging and it will definitely stand out among our competitors at retail and help build awareness of Rayovac's new and improved alkaline product," he added.

New television and print advertising, discount offers and an FSI (free standing insert) in newspapers will support and build awareness of the new packaging and new alkaline battery.

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CAPTION: MNTH012 RAYOVAC INTRODUCES POWERFUL NEW ALKALINE AND NEW LOOK The new Rayovac logo features a high-tech look with a neon blue circle bolt and silver and black accents. The new "racetrack" logo maintains the look of the Rayovac name, but adds dimensional shading and a circular element to update the look. Even the battery cells have undergone a "makeover" to incorporate the new color schemes and design. The new logo design and packaging highlights Rayovac's new 11 percent alkaline performance improvement (average over all sizes).

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