



Rayovac CEO and Chairman to Present at Merrill Lynch Retailing/Consumer Products Conference

March 23, 2004

MADISON, Wis., March 23 /PRNewswire-FirstCall/ -- Rayovac (NYSE: ROV) Chairman and CEO David A. Jones will make a presentation to the investment community at the Merrill Lynch 2004 "Retailing Leaders" and Household Products and Cosmetics Conference in New York City at 2:15 p.m. (eastern standard time) on Thursday, March 25. The presentation will be broadcast live via an audio web cast. To access the web cast, go to: <http://w.on24.com/r.htm?e=5665&s=58&k=BC1F2178B2FC4239A6A723EBFDECC0E2&present er=rayovaccorp> .

Please note: Make sure the entire URL above is posted in your browser.

The presentation slides will also be posted on Rayovac's web site at www.rayovac.com under "Investor Resources/Slideshow" following the conference.

Rayovac Corporation is a global consumer products company with a diverse portfolio of world-class brands, including Rayovac, VARTA and Remington. The Company holds many leading market positions including: the world's leader in hearing aid batteries; the top selling rechargeable battery brand in North America and Europe; and the number one selling brand of men's and women's foil electric razors in North America. Rayovac markets its products in more than 100 countries and trades 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 within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are subject to a number of risks, uncertainties and other factors that could cause results to differ materially from those anticipated as of the date of this release. Actual results may differ materially from these statements as a result of (1) changes in external competitive market factors, such as introduction of new product features or technological developments, development of new competitors or competitive brands or competitive promotional activity or spending, (2) changes in consumer demand for the various types of products offered by Rayovac or Remington, (3) changes in the general economic conditions where we do business, such as stock market prices, interest rates, currency exchange rates, inflation and raw material costs, (4) our ability to successfully implement manufacturing, distribution and other cost efficiencies and (5) various other factors, including those discussed herein and those set forth in Rayovac's most recently filed Annual Report on Form 10-K.

SOURCE Rayovac Corporation