



## Rayovac Names Philip Pellegrino Executive Vice President - Global Sales

January 5, 2005

ATLANTA, Jan. 5 /PRNewswire-FirstCall/ -- Rayovac Corporation (NYSE: ROV) announced today that Philip F. (Phil) Pellegrino will join the company as Executive Vice President - Global Sales. In his new role, Pellegrino will be responsible for development and support of Rayovac's global sales strategies, customer relationships and sales force integration. In addition, as a member of the company's Executive Committee, he will provide leadership in the development and execution of Rayovac's strategic growth plans.

Pellegrino joins Rayovac after a distinguished 40-year career with Kraft Foods, where he most recently served as President, North American Sales, with oversight of Kraft's 13,000 plus sales force, and a member of the company's Management Committee. Pellegrino served on Rayovac's Board of Directors from November, 2000 to April, 2004, at which time he resigned as director to take on a consulting role within the company's North American sales organization.

"Rayovac's strategy has always included attracting top talent to fuel growth and innovation," said Dave Jones, Rayovac chairman and chief executive officer. "Phil's experience with developing and managing a cohesive sales organization through a time of rapid growth and the integration of a number of acquisitions will be invaluable in Rayovac's plans to become a larger, more diversified consumer products company."

Rayovac is a global consumer products company and one of the largest manufacturers of battery, lighting and personal grooming products in the world. Through a diverse and growing portfolio of world-class brands -- including Rayovac, Varta and Remington -- Rayovac holds leading market positions in a number of major product categories. The Company's products are sold by 19 of the world's top 20 retailers, and are available in over one million stores in 120 countries around the world. Headquartered in Atlanta, Georgia, Rayovac generates approximately \$1.5 billion in annual revenues and has 6,500 employees worldwide. The Company's stock trades on the New York Stock Exchange under the symbol ROV.

Certain matters discussed in this news release, with the exception of historical matters, may be 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 we offer, (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 Form 10Q and Annual Report on Form 10-K.

SOURCE Rayovac Corporation

-0-

01/05/2005

/CONTACT: Nancy O'Donnell of Rayovac Corporation, +1-770-829-6208/

/Web site: <http://www.rayovac.com/>

(ROV)

CO: Rayovac Corporation

ST: Georgia

IN: CHM

SU: PER

JK-JL

-- CGW006 --

3380 01/05/2005 07:30 EST <http://www.prnewswire.com>