



Rayovac Hybrid™ Rechargeable *A New Category of Batteries*

Rechargeable batteries offer consumers many benefits, including the ability to replace thousands of alkaline batteries with one purchase. However, the American consumer has not fully adopted rechargeable technology. In fact 50% of consumers polled feel that disposables are still easier and allow them to be more “spontaneous.” This is because rechargeable batteries drain over time, even when not in use and so they quickly lose their charge and frequently become dead without use.

As a world leader in rechargeable innovations, Rayovac is launching a product that will create a new category in batteries, the **HYBRID™** Rechargeable. These batteries provide the value and environmental benefits of rechargeable batteries, while delivering the convenience and low self-discharge of alkaline batteries. Also important is the fact that the new **HYBRID** Rechargeable batteries come fully charged, meaning consumers can use them right out of the package.

Here are the many benefits of the new Hybrid battery:

- **New** Rechargeable Technology
- **HYBRID** Batteries **come charged, ready to use**
- **HYBRID** Batteries **hold their charge longer when in storage than other rechargeable batteries**-- staying charged up to one YEAR after charge
- **HYBRID** Batteries **can be used in any device** (i.e. flashlight, remote control, alarm clock)
- **HYBRID** Batteries **work in all chargers**
- **HYBRID** Batteries **hold their charge up to four times longer** than conventional rechargeables
- **HYBRID** Batteries **last three times longer** than alkaline in high drain devices like digital cameras
- Each **HYBRID** Battery **can replace up to 1,500 alkaline batteries**

Available at major mass, drug, and department stores October 2006. Visit the website for additional information at www.Rayovac.com.

