

Customer Preferred Packaging — Up to 50% More Power!**

			
48-PACK BOX	16-PACK CARD	8-PACK CARD	4-PACK CARD
3 cards of 16 per box. Individual cards not for resale.	5 cards per carton	5 cards per carton	10 cards per carton
Available in: Size 10 / 90 mAh Size 13 / 290 mAh Size 312 / 160 mAh	Available in: Size 10 / 90 mAh Size 13 / 290 mAh Size 312 / 160 mAh	Available in: Size 10 / 90 mAh Size 13 / 290 mAh Size 312 / 160 mAh Size 675 / 630 mAh Size 5 / 35 mAh	Available in: Size 10 / 90 mAh Size 13 / 290 mAh Size 312 / 160 mAh Size 675 / 630 mAh

"I wear two hearing aids,
and I'm proud to be telling
your patients about
Rayovac ULTRA ProLine.
No battery lasts longer."
—Arnold Palmer



800-356-7422
In Canada: 800-387-3529
www.rayovac.com



* ANSI test assuming 12 hours of use per day, 7 days per week.
** Up to 50% more power than Rayovac H675A and H13A batteries in high demand hearing aids.
Duracell and Energizer are registered trademarks of their respective companies.



THE PERFORMANCE

The World's Longest Lasting!

Rayovac ULTRA® ProLine® Hearing Aid Batteries outperform Duracell® and Energizer®, lasting longer in most popular battery sizes.*

Up To 50% More Power Than Before!

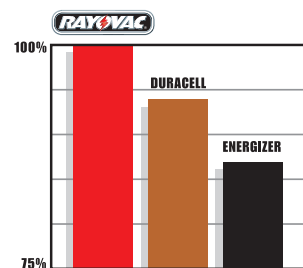
ProLine Batteries are now effective in all hearing aids, including high gain/high power aids. Rayovac's patented technology eliminates the need for special "high power" batteries.

THE PROGRAMS

To Build Your Battery-Loyal Customer Base Faster!

Rayovac ULTRA ProLine offers free personalized marketing materials — helping you build your business.

- Customized Postcards — multiple styles available online.
- Personalized Battery Club Booklets, Coupons, Punch Cards and Battery ID Cards available online. Battery Envelopes also available.
- Point-of-Sale Materials and Signage.
- Test the Best — your customers try ProLine without risk.
- Arnold Palmer, one of the world's most recognized personalities, endorses Rayovac Hearing Aid Batteries.



Performance comparison based on weighted average ANSI standard testing vs. Rayovac, 10/02.



THE PACKAGE

Customer-Preferred, Ultra-Convenient Packaging.

- New Spin and Lock Dial.
- New Snap-Tight Door Design — No More Lost Batteries!
- New Longer Battery Tabs — Easier to Put in Hearing Aids!
- Bold Size Number and Color Coding.
- Date Coded for Ensured Freshness.
- FREE Personalization — Your Business Name and Address!

THE SERVICE

Personal, Quick, Convenient.

- Rayovac Representatives are experts in hearing aid battery technology and are available to answer questions and fulfill your order requests. Call 1-800-356-7422.
- The ProLine e-commerce site lets you order online, 24/7. Current customers simply register at www.rayovac.com.
- Direct shipment of ProLine batteries from the manufacturing plant ensures the freshest product possible.

