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MASTER LOCK SPORTS PINK WITH NEW PADLOCK IN SUPPORT OF THE BREAST CANCER RESEARCH FOUNDATION®

MILWAUKEE (September 13, 2007) – Master Lock, the industry leader in locks and security products, has always been committed to helping people achieve peace of mind by locking up their valuables. Now the company is also helping to unlock a cure for breast cancer by introducing a new pink padlock in support of The Breast Cancer Research Foundation®.

“One woman is diagnosed with breast cancer every three minutes in the United States¹, so nearly everyone has been affected by breast cancer in some way,” said John Heppner, president and CEO of Fortune Brands Storage and Security, which includes Master Lock. “With Breast Cancer Awareness Month in October, the pink padlock is a great way to raise awareness of breast cancer detection and prevention, as well as show support for continued breast cancer research. In fact, thanks to this much-needed research, the mortality rate from breast cancer has steadily decreased since 1990².”

The new pink padlock is available at select Wal-Mart stores, as well as online at www.amazon.com. The suggested retail price is \$8.99, and each package features two 40-millimeter pink padlocks, plus two matching keys. The padlocks are also emblazoned with a pink awareness ribbon, the universal symbol of breast health awareness.

In conjunction with the launch of its new pink padlock, Master Lock has made a \$10,000 donation to The Breast Cancer Research Foundation.

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“Master Lock has long stood for providing peace of mind to our customers through locking and security solutions,” said Heppner. “We hope that by supporting breast cancer research, we can also provide peace of mind to those touched by breast cancer by giving them hope that one day there will be a cure for this disease.”

The Breast Cancer Research Foundation is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide. For more information about BCRF, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

About Master Lock

Master Lock is the world’s largest manufacturer of padlocks and related security products providing innovative security solutions for home, automotive, campus, power sports, bike, and storage security needs for consumers and contractors alike. Master Lock Company L.L.C. is an operating unit of Fortune Brands, Inc., a leading consumer brands company with annual sales exceeding \$8 billion. Headquartered in Deerfield, Ill., Fortune Brands (NYSE: FO) is included in the S&P 500 Index. (www.masterlock.com)

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Sources:

1. The American Cancer Society
2. The American Cancer Society