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MASTER LOCK SUPPORTS THE FIGHT AGAINST BREAST CANCER WITH PINK PADLOCK

MILWAUKEE (September 15, 2008) – In honor of National Breast Cancer Awareness Month, Master Lock, the industry leader in locks and security products, is offering a specially designed pink padlock to raise awareness for breast cancer detection and prevention. Committed to helping people achieve peace of mind by locking up their valuables, the company is also helping to unlock a cure for breast cancer by supporting The Breast Cancer Research Foundation[®] with a \$10,000 donation.

“Nearly everyone has been affected by breast cancer in some way, considering the staggering statistic that one woman is diagnosed every three minutes in the United States¹,” said John Heppner, president and CEO of Fortune Brands Storage and Security, which includes Master Lock. “By offering the pink padlock, Master Lock continues the company’s tradition of providing innovative security solutions, while helping to keep breast cancer top-of-mind among an important group of consumers who can make a difference in the fight against this terrible disease.”

The pink padlock is available at select mass retailers nationwide, as well as online at www.amazon.com. Each 40-millimeter pink padlock comes with a matching key and is emblazoned with a pink awareness ribbon, the universal symbol of breast health awareness. The suggested retail price is \$5.49 for a single-pack and \$9.50 for a two-pack.

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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