



**For Immediate Release**

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## **Master Lock Introduces New Generation of Set-Your-Own Combination Locks**

*Exclusive, First-of-its-Kind Technology Offers Faster, Easier and More Secure  
Lock Options, Just in Time for Back-to-School*

**MILWAUKEE (May 11, 2009)** – For those who think that opening a combination lock one-handed and with your eyes closed is a trick reserved only for magicians, locksmiths or the movies, Master Lock urges you to think again. The industry leader in locks and security products is introducing two new families of exclusive, patented combination locks: the 1500iD Speed Dial™ Set-Your-Own Combination Lock and the 1590D Set-Your-Own Combination Lock. Debuting in July, both locks offer increased strength and security, customizable functionality and new technology that targets users' unique learning styles.

“Master Lock is thrilled to debut a new generation of resettable combination locks that deliver the practical improvements our customers have been requesting for years,” said John Heppner, president and CEO of Fortune Brands Storage and Security, which includes Master Lock. “It’s a total paradigm shift in the way combination locks work, both in ease of use and enhanced security. These locks include technology features you won’t find in any other padlock.”

The patented 1500iD Speed Dial Set-Your-Own Combination Lock features a first-of-its-kind design that opens on directional movements – up, down, left and right – instead of the traditional rotary dial. The lock is faster to open than traditional locks, more secure and customizable. Users can create their own easy-to-remember, resettable combination consisting of any number of movements in any sequence. For users who prefer more traditional methods of recalling their combination, the lock includes adhesive letters, numbers, colors, shapes and symbols that can be applied over the lock’s directional arrows.

The 1500iD Speed Dial Set-Your-Own Combination Lock is particularly appealing for teens who have limited time between classes and are always looking for faster access to their lockers. The lock also provides improved ease of use for visually impaired consumers, because users don’t need to see the dial to open it.

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The patented 1590D Set-Your-Own Combination Lock is designed for the traditional, nostalgic user who is more comfortable with using a rotary dial. For the first time, Master Lock is now able to offer those users the dial combination locks that they fell in love with in high school with a resettable feature. Users can choose their own combination using three letters or numbers and operate the lock with the standard right-left-right combination lock movement most consumers are familiar with. An enclosed reset tool ensures that users will never forget their combination again.

“Our design engineers were able to overcome some key obstacles to make this lock more functional and secure,” said Rebecca Smith, vice president, marketing for Master Lock. “These have been our biggest design challenges since introducing the combination lock more than 50 years ago.”

Both locks feature anti-shim locking technology, making them more secure than traditional combination locks. Vibrant, high-tech color choices mirror popular consumer electronic colors. The 1500iD Speed Dial Set-Your-Own Combination Lock is available in red, blue, black with chrome and black with green accents; while the 1590D Set-Your-Own Combination Lock is available in a matte black, blue or green finish.

The 1500iD Speed Dial Set-Your-Own Combination Lock will be available beginning in early July at Staples stores in the United States and Canada for a suggested retail price of \$6.99 USD and \$7.98 CAD. The 1590D Set-Your-Own Combination Lock will be available beginning in mid July at The Home Depot stores in the U.S. for a suggested retail price of \$5.99 USD.

For more information, including product images, please visit Master Lock’s media room at [www.masterlock.com/media](http://www.masterlock.com/media), and visit [www.masterlock.com/brightcove.shtml](http://www.masterlock.com/brightcove.shtml) for videos.

### 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. Headquartered in Deerfield, Ill., Fortune Brands (NYSE: FO) is included in the S&P 500 Index. ([www.masterlock.com](http://www.masterlock.com))

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