



For Immediate Release

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Master Lock Introduces New Pink Security Products in Support of Breast Cancer Awareness

MILWAUKEE (September 9, 2009) – Master Lock, the industry leader in locks and security products, is showing its commitment to breast cancer awareness with the introduction of new pink security products just in time for National Breast Cancer Awareness Month in October. In addition to raising awareness, Master Lock is supporting The Breast Cancer Research Foundation® with a \$15,000 donation.

“Breast cancer remains one of the most prevalent types of cancer in women and we need to do everything we can to help find a cure,” said John Heppner, president and CEO of Fortune Brands Storage and Security, which includes Master Lock. “By expanding our breadth of pink locking products, not only are we helping consumers lock up their valuables to keep them safe and secure, we hope to help unlock a cure for breast cancer by raising awareness and funding research.”

Each of the specially designed pink locking products is emblazoned with a pink awareness ribbon, the universal symbol of breast cancer awareness, and is targeted toward a range of security needs:

Locker Security

Keep gear safely locked up with Master Lock’s new pink locker locks. Users can create their own, easy-to-remember combination on a durable, 2-1/2-inch-wide metal lock (1534DPNK) using four wheels featuring letters, numbers and characters. Combinations are resettable and allow for more than one million combination possibilities. The wheels feature soft-touch dials for a no-slip grip. The suggested retail price (SRP) is \$8.49.

Master Lock’s 1-7/8-inch-wide padlock (1530DPNK) offers a pink twist on the familiar rotary dial combination lock most people grew up with. The lock comes with a preset combination and features a tough, stainless steel body and durable anodized finish. The SRP is \$4.34.

For lockers and other general security needs, Master Lock is once again offering a 1-9/16-inch-wide covered pink padlock with a matching pink key. This year, Master Lock has introduced a four-pack option (146Q) that offers users considerable savings and the added convenience of all four locks opening with the same key. The SRP for the four pack is \$15.99, while the SRP for a single lock (146D) is \$5.99 and the SRP for a two pack (146T) is \$10.49. The locks’ contemporary covered body protects from scratching.

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Bike Security

Master Lock is also offering two new pink cable locks to keep bikes stylishly safe. Both locks feature pink vinyl-coated cables to protect bikes' finishes from scratching. The 6-foot x 10-millimeter locking cable (8161DPNK) offers a keyless, resettable combination; a flexible steel cable for strong cut resistance and a mounting bracket for fast, easy storage. It offers heightened security features and has a SRP of \$12.99.

A smaller, 4-foot x 8-millimeter locking cable (8143DPNK) comes with a preset combination for easy, keyless convenience and a self-coiling cable for easy storage. It has a SRP of \$4.99.

Luggage and Backpack Security

Travel safely and securely with Master Lock's two new pink luggage locks. Both locks feature a three-wheel customizable combination that users easily set and reset for keyless convenience. The 1-1/8-inch-wide metal luggage lock (4688DPNK) is designed to secure checked airline baggage and allows Transportation Security Administration airport screeners to inspect and relock baggage without damaging the lock. Its unique flexible cable withstands abuse from baggage handling equipment, and the lock's bright pink color makes baggage easy to spot and identify. The SRP is \$6.99.

A 3-5/16-inch-wide durable metal lock (1548DPNK) designed for use on backpacks, computer cases and carry-on luggage features a contemporary carabiner shape for a modern look. The SRP is \$4.99.

All pink padlock products are available now at select retailers nationwide and on Amazon.com.

For more information, including product images, please visit Master Lock's media room at www.masterlock.com/media.

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

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