

For Immediate Release

Contact: Shep Doniger

561-637-5750

sdoniger@bdcginc.com

**MASTER LOCK WANTS YOU TO “THINK PINK” WHEN
PROTECTING YOUR POSSESSIONS IN SUPPORT OF
BREAST CANCER AWARENESS MONTH**

*Master Lock’s pink twist on security helps “unlock a cure” for breast
cancer*

Milwaukee, WI—August, 2010—Master Lock, the industry leader in locks and security products, is once again showing its support for the Breast Cancer Research Foundation. Master Lock is helping to “unlock a cure” by offering an extensive line of pink security products aimed at heightening awareness for October’s Breast Cancer Awareness Month and by supporting the BCRF with a \$25,000 donation.

Master Lock joined the awareness and research campaign years ago with the introduction of a limited line of pink products and has been offering an expanded grouping of select pink security products and donations ever since. This year’s pink product lineup consists of bike locks, combination locks and keyed padlocks, products virtually any consumer could use. Every Master Lock pink product is specially designed and emblazoned with the well-recognized “pink ribbon”, the universal symbol of breast cancer awareness.

“As the most common form of cancer in women and the second greatest cause of cancer deaths among women, we must remain steadfast in our commitment to raise awareness and funds to fight this disease. We hope our pink products and donations aid in that cause,” said Rebecca Smith, vice president, marketing for Master Lock. “We’re proud to participate in the effort to raise awareness about breast cancer and to support the wonderful work of the Breast Cancer Research Foundation.”

Master Lock can help you show your support for the cause with Pink Products targeted towards a range of security needs:

Locker, Cabinet and Storage Security

Keep gear safely locked up with Master Lock's 1-7/8-inch-wide padlock (1530DPNK) which offers a pink twist on the familiar rotary dial combination lock most people grew up with. Or, you can create your own easy-to-remember password combination on the 1534DPNK. The SRP's respectively for each are \$4.34 and \$8.49.

Master Lock also offers a 1-9/16-inch-wide covered pink padlock with a matching pink key. The SRP for a single lock (146D) is \$5.99.

Bike Security

Master Lock offers two 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, flexible steel cable for strong cut resistance and a mounting bracket. It sells for a SRP of \$12.99.

There's also a smaller, 4-foot x 8-millimeter locking cable (8143DPNK) that sells for a SRP of \$4.99.

Luggage and Backpack Security

Travelers can have some peace of mind that their personal items are safer with Master Lock's two pink luggage locks that feature a three dial 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 TSA airport screeners to inspect and relock baggage without damaging the lock. Its' SRP is \$6.99.

New to the pink family of backpack locks are additional pink keyed padlocks. The 136T is a set of two 1-3/16" wide locks, keyed alike, and vinyl covered for scratch resistance. The 7DPNK is a compact but strong 1-1/8" wide laminated steel padlock. The SRP's respectively are \$6.98 and \$4.96.

Master Lock's pink padlocks and other products are available now at select retailers nationwide and on Amazon.com.

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.

(Product photography and samples for media are available upon request)

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 LLC is an operating unit of **Fortune Brands, Inc.**, a leading consumer brands company. Headquartered in Deerfield, IL, Fortune Brands (NYSE:FO) is included in the S&P 500 Index. (www.masterlock.com)

###