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For Immediate Release

The Master Lock Company will offer products designed with Locksmiths in mind at ALOA Expo

(MILWAUKEE, WIS.) – July 28, 2016 – At this year’s 60th anniversary of the Associated Locksmiths of America (ALOA) Convention & Security Expo, The Master Lock Company will demonstrate its commitment to locksmiths by introducing new and expanded lines of products. A comprehensive line of American Lock® solid body padlocks, combined with the latest Master Lock® commercial padlocks and display boards, residential deadbolts and door hardware, and new innovations in technology will be showcased in booth 608 at the Hilton Orlando in Orlando, Florida on August 5-6.

ALOA attendees are encouraged to come see the new Master Lock stainless steel commercial padlock. These commercial-grade padlocks offer a higher level of weatherability and security for applications in outdoor, corrosive, and caustic environments. All padlocks are built on the company’s heritage of high quality, reliability, durability and ease of use.

To satisfy growing demand in the marketplace, Master Lock Residential Door Hardware will be well represented with the introduction of new Grade 1 Residential Deadbolts and an expanded line of door hardware styles. Single and double cylinder Grade 1 deadbolts, plus the new residential Rusk Knob and Return Lever, champion the lines’ commitment to featuring high quality, functionality and superior workability. All models feature attractive styling that appeal to homeowners. The line offers the locksmith flexibility and is available in four keyways – KW1, SC1, WR5 and WK2, four popular finish styles including polished brass, antique brass, satin nickel and aged bronze, and replacement cylinders for all models.

The popular, new commercial display boards can be viewed at ALOA. The Edge® Key Control and Commercial Laminated Padlocks display boards that were introduced to locksmiths in June



will be joined by display boards showcasing American Lock High Security, American Lock Harsh Environments, Safety Lockout, and Master Lock Stainless Steel Commercial products.

These easy-to-read and informative boards promote samples that make it simple for customers to better understand the benefits of each product. For example, the Edge board includes four mounted products and keys. It demonstrates how the exclusive key control system provides customers control over the duplication of their keys from Master Lock locksmiths only. The compact boards are easy to wall-mount or display on a counter.

Rounding out a comprehensive portfolio, the hard working line of American Lock® line solid body steel, stainless steel, brass and aluminum padlocks will also be exhibited at ALOA. With over 100 years of delivering high quality, customized solutions and dependable performance, American Lock is the preferred choice of professionals to manage the safety and security of their businesses, employees and assets.

For locksmiths looking to add innovation to their product mix, The Master Lock Bluetooth® padlocks will also be on display. Designed for indoor or outdoor use, these padlocks deliver on leading trends in security options and highlight the best of new technology. Users can leverage their smartphone as the key to open the lock, provide guest codes, view history and more.

All ALOA booth visitors are eligible to participate in the company's drawing. Three prize drawings will occur each day. Awards include the Master Lock Bluetooth Outdoor padlock, Grade 1 Residential Deadbolt and the new stainless steel commercial padlock. A grand prize drawing for a \$100 gift certificate for the Master Lock Gift Shop will be held at the end of the expo. The prizewinners do not need to be present to win, and full rules are available in booth 608.

For further story details, contact Bob Wolff with The Drucker Group (bob@druckergroup.com) at 224-532-1808.

About Master Lock Company

The Master Lock Company is recognized around the world as the authentic, enduring name in padlocks and security products. Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end-users. Master Lock



Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security Inc. (NYSE: FBHS), is included in the S&P 500 Index. For more information about Master Lock visit www.masterlock.com.

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Among the new products The Master Lock Company will exhibit at ALOA are new single and double cylinder Grade 1 Residential Deadbolts.



The new residential Rusk Knob is available in several keyways and finish styles.