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For Immediate Release

Locksmiths find new opportunities, other Master Lock advantages at ALOA

(MILWAUKEE, WIS.) – July 30, 2014 – Master Lock Security & Safety Solutions™ promised plenty of opportunities for all who visited the booth at last week’s Associated Locksmiths of America (ALOA) Security Expo & Convention. Master Lock delivered on a large scale with the giveaway of a new padlock, prizes, and new merchandising opportunities during the three-day event, held July 24-26 at the Ernest N. Morial Convention Center in New Orleans.

Three hundred laser engraved 975 Resettable Combination padlocks were presented to the first 100 people who visited the newly designed booth each day. Ralph Cooper of Cooper Lock in Stillwater, Oklahoma, was the grand prize winner and took home a master carton of 975 padlocks. Four others also were rewarded with golden tickets earning them a Product Assortment Wall Display or a toolbox with an assortment of locks. To learn more about the 975, click on this link: <http://bit.ly/1u480xB>.

Many locksmiths took advantage of a show-only promotion where they received a free Door Hardware mount with the purchase of eight Master Lock Grade 3 Door Hardware lock sets. An extensive selection of popular grade 3 Residential Door Hardware knobs, levers and deadbolts that are available in many styles, finishes and keyways caught the attention of booth visitors.

“We saw plenty of familiar faces and a few new ones that were intrigued by our new booth layout, the products we had on display, and the promotions we offered all three days of the show,” remarked Sherri Hanson, Master Lock Product Manager for Security.

“Our staff fielded many questions about Security and Safety Lockout products. We expected a good response for the new 975 padlock, and there was strong interest for our Safety Lockout devices, our new Multi-User Built-in Mechanical locker lock, and the patented Edge® Key



Control, which we demonstrated with multiple padlocks. We also tried something different with the new merchandising offerings. The rotating counter displays and wall-display planograms generated the buzz we were looking for and gave us great feedback.”

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 MidCap 400 Index. For more information about Master Lock visit www.masterlock.com.