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For Immediate Release

Master Lock showcases more than security products for locksmiths at ALOA

(MILWAUKEE, WIS.) – July 17, 2014 – There will be no shortage of activities going on at the Master Lock Security & Safety Solutions™ booth (#826) at the 2014 Associated Locksmiths of America (ALOA) Security Expo & Convention, July 24-26 at the Ernest N. Morial Convention Center in New Orleans. The new-look booth will feature a padlock giveaway, promotions, new merchandising opportunities and more. Get a jump on all of the festivities and the most up-to-date information by visiting Master Lock's ALOA Facebook page at <http://on.fb.me/1oKGDWb>.

To debut the new 878/975 resettable combination padlock, Master Lock is giving away a laser engraved 975 padlock to the first 100 booth visitors each day at booth #826. The new padlock features a dual deadlocking mechanism to protect against prying, shimmying, and rap attacks with a brass body to provide superior corrosion protection, and no tools are required for resetting the combination. You can also find the 975 padlock in the ALOA New Products Showcase.

Locksmiths visiting the booth will also find an extensive array of popular grade 3 Residential Door Hardware knobs, levers and deadbolts available in many styles, finishes and keyways. A show-only promotion provides locksmiths with a free display mount when at least eight (8) Grade 3 Residential Door Hardware pieces are ordered between July 24 and August 31.

Booth visitors will appreciate a wide array of Security and Safety Lockout products. The Master Lock booth will feature a large scenic graphic showcasing multiple products in application, such as the new 975 padlock, Safety Lockout devices, and low-cost and patented Edge® Key Control. Edge® offers total control over key duplication and is a cost-effective option for those with high employee turnover and multiple security points. Multiple padlocks will be equipped with Edge® Key Control for demonstration.



Another can't miss feature at the Master Lock booth is the new merchandising offering, including new rotating counter displays and wall-display product assortments (planograms). These merchandising kits will be on display in the booth with a 2014 Merchandising brochure to take with you.

The Multi-User Built-in Mechanical lock will also make an appearance at the Master Lock booth. Locksmiths can learn more about the new locker lock - which is ideal for recreational facilities and universities - first-hand while in application on the product wall.

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.