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For Immediate Release

Master Lock adds video twist to promote new lock

(MILWAUKEE, WIS.) – March 27, 2014 – Master Lock Company LLC today introduced a short and clever 30-second video via social media to promote the upcoming release of a revolutionary new institutional locker lock. The product will reach the marketplace next month and the spot can be viewed on Facebook www.facebook.com/masterlocksecuritysafety, Twitter www.twitter.com/mlsecuresafe, YouTube www.youtube.com/user/MasterlockCompany, and at LinkedIn www.linkedin.com/company/master-lock-locker-lock.

The humorous spot puts a lighthearted spin on the hard work school maintenance workers face when handling the daunting task of changing locker combinations. The voiceover announcer acknowledges their importance and teases how the new lock will make the work day easier.

This is the second product Master Lock has launched for the locker lock category this year that focuses on reliability and convenience. The Multi-User lock released in January is designed for use in facilities with multiple customers using the same locker throughout the day.

About Master Lock Company

Master Lock Company is the largest global manufacturer and marketer of padlocks, door hardware and related security products, including a leading assortment of safety padlocks and devices. Master Lock Company offers a breadth of quality, innovative security solutions through expanding product lines for commercial, industrial, government, school and institutional, home and yard, automotive and recreational security markets. Master Lock Company LLC is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), a leading consumer brands company.