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**MASTER LOCK® INVITES CONSUMERS TO ‘LOCK UP LOVE’
AND ENTER TO WIN A TRIP TO PARIS**

Win a romantic getaway to the “City of Love” while benefitting the American Heart Association

MILWAUKEE (Feb. 4, 2013) –To raise awareness for American Heart Month, Master Lock is offering consumers the chance to win a trip to Paris, France through their MasterLoveLock.com website. Just in time for Valentine’s Day, the Lock Up Love & Getaway Sweepstakes encourages visitors to the site to create, send and have their recipient accept a virtual love lock, and thus, become eligible to enter the sweepstakes while simultaneously benefitting a worthy cause.

In 2012, Master Lock donated more than \$10,000 to the American Heart Association and is stepping up to the plate once again this year. In addition to another \$10,000 base donation, Master Lock will donate a dollar for each completed and shared love lock on the site through the month of February, up to an additional \$5,000. Besides being the month of love, February is also American Heart Month, a time dedicated to bringing awareness to heart health and building healthier lives free of cardiovascular disease.

“We’re thrilled to continue supporting the American Heart Association, and to offer fans of the brand and consumers a chance to win a trip to the city of love,” said Rebecca Smith, vice president, marketing, for Master Lock. “Our hope is that this great prize will raise awareness for heart disease and bring this historic and romantic love lock custom to life digitally throughout the month.”

Visitors to MasterLoveLock.com can lock up their love virtually and enter to win the Lock Up Love & Getaway Sweepstakes, which includes flights, hotel accommodations and spending money for two guests. While in Paris, the couple will have the opportunity to witness the love locks tradition in person at the Pont de l’Archevêché. For decades, sweethearts have participated in this romantic custom around the world by affixing padlocks to fences, gates and bridges, and then throwing away the key, to symbolize their everlasting love.

To enter, visitors select a lock and one of seven famous bridges to virtually affix the chosen lock. Next they upload a personal message for their loved one. A customized “love lock invitation” is then sent to the recipient via email. Once the invitation is accepted, the love lock sender will receive confirmation and a link to the sweepstakes entry form. Consumers will be permitted one entry per accepted, customized love lock (limit two entries per valid email address).

Consumers who participate in the sweepstakes will also have the opportunity to win additional prizes, including a \$1,000 Visa® gift card; Valentine’s Day themed gift packs filled with flower arrangements, luxury candles, chocolates, romantic DVDs, the Master Lock 1509DLOV Love Lock and more. Fans can enter the sweepstakes daily, including weekends, and all entrants will automatically be eligible for the grand prize pack valued at approximately \$7,500 to be drawn on or around March 1.

To send a virtual love lock and enter the Lock Up Love & Getaway Sweepstakes, visit www.MasterLoveLock.com or [www.Facebook.com/MasterLock](https://www.facebook.com/MasterLock), and be sure the recipient accepts the lock via email. For more information, visit the Master Lock Press Room at www.masterlock.com/about_us/press_room.jsp.

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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 industry alike. 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, see www.masterlock.com.

About the Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. Entry into the 'Lock Up Love & Getaway' Sweepstakes is open to permanent lawful residents of the 50 United States and the District of Columbia ("D.C.") and Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry (except for residents of Maine, who must be at least 18 years or older at time of entry to enter). Limit two (2) entries/email address. Skill testing required for Canadian winners. Sweepstakes begins at 07:00:01 a.m. CDT on February 4, 2013 and ends February 28, 2013 at 6:59:59 a.m. CDT. Entrants can either access <http://www.masterlovelock.com> or www.facebook.com/masterlock and follow the on-screen instructions to enter. For complete rules, go to <http://www.masterlovelock.com>. **Sponsor:** Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154. **This Sweepstakes is in no way sponsored, administered, endorsed or associated with Facebook.**

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