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MASTER LOCK HELPS CONSUMERS VIRTUALLY LOCK UP THEIR LOVE TO LANDMARKS AROUND THE WORLD—NO TRAVEL NECESSARY

New Digital Application Takes Love Locks Tradition Online, Secures Donations for American Heart Association

MILWAUKEE (Oct. 18, 2012) – From Paris, France to Seoul, South Korea, “sweethearts” around the world affix padlocks to renowned gates and bridges to symbolize their love. In honor of this custom and just in time for Sweetest Day, Master Lock is launching www.MasterLoveLock.com, a site that invites visitors to lock up their love—virtually securing their bond to each other and simultaneously generating donations for the American Heart Association.

“Padlocks have been recognized as symbols of strength and security for decades, which makes the love locks tradition such a heartfelt gesture,” said Rebecca Smith vice president, marketing, for Master Lock. “With the launch of www.MasterLoveLock.com and our commitment to the American Heart Association, supporters can make their own declaration of affection and in doing so, show others a little love by increasing our donation to a good cause.”

Master Lock is donating an initial \$10,000 to the American Heart Association and will donate an additional dollar for every love lock created and sent through the new site (up to \$5,000) beginning October 19 through December 31, 2012.

Sweethearts, family members and friends can head to www.MasterLoveLock.com and virtually lock up their affection for loved ones or memorialize loved ones on various iconic bridges throughout the world in four easy steps - no travel required. Visitors select a lock, choose a bridge to secure their lock to, and upload a private photo and personal message for their loved one. To officially lock-up their love, the customized “love lock invitation” is sent to the recipient via email. If your love lock is honoring someone lost, send the invitation to yourself for acceptance. Once the invitation is accepted, the love lock and message are posted on the site’s public gallery, securing this symbol of endearment forever.

For more information or to send a virtual love lock, please visit www.MasterLoveLock.com or Master Lock’s website at www.masterlock.com. You can also download an App by visiting your App Market. For more information about the American Heart Association, please visit <http://www.heart.org/>.

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.

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