

MASTER LOCK MULTI-FIT HITCH COMPLEMENTS INDUSTRY LEADER'S LATEST LINE OF TOWING INNOVATIONS

Master Lock Integrates Superior Quality, Unmatched Versatility into Today's Towing Solutions

MILWAUKEE (Nov. 1, 2005) – America's love for outdoor recreation, combined with the record number of Sport Utility Vehicles on the road today has led to an increased need for specialty towing devices as trailer owners look to transport their cargo with a wider variety of vehicles.

Master Lock, the leader in towing innovation, continues to meet today's sophisticated towing demands with several new innovations to be introduced at the Nov. 1, SEMA/AAPEX trade shows. Among them are the new **Master Lock Multi-fit Hitches**, the most versatile products in Master Lock's 2006 retail hitch program.

The Master Lock Multi-fit Hitch comes in a class III model capable of converting a wide range of full-size pickup trucks, SUVs and Vans into tow-ready vehicles. Installation requires just a few standard tools, making the process easy for novice and expert trailer owners alike. And the Multi-fit Hitch is built to accommodate brand new vehicles as well as older models, including Chevy, Dodge and Ford pickups, and Chevy and GMC vans.

Master Lock also sells a class II Multi-fit Hitch for light pickup trucks and vans, as well as Custom-fit Hitches for Ford F-150s, Dodge Rams and Jeep Grand Cherokees.

"Towing demands have changed a lot in recent years, as we continue to see consumers looking for more sophisticated solutions to their specific towing needs," said Jim Recknagel, General Manager, Automotive Group for Master Lock. "At Master Lock, we value endless innovation, and we've applied that to several new products in the towing security industry, offering consumers better quality, security and better versatility in the products they purchase."

Pickup trucks and SUVs continue to account for half of the top 10 best-selling vehicles in the US this year, according to an October report from *Automotive News*. And at a retail price of approximately \$124.99, Master Lock's Multi-fit Hitch (with limited lifetime mechanical warranty) is an ideal option for several new trailer owners to safely and quickly outfit their vehicles to meet all of today's towing needs.

About Master Lock

Master Lock is the leader in towing innovation and is the world's largest manufacturer of padlocks and related security products for automotive and outdoor needs, home and yard, contractors, campus, power sports and bike needs.



Master Lock Company is an operating unit of Fortune Brands, Inc., a leading consumer brands company with annual sales exceeding \$7 billion. Headquartered in Lincolnshire, Ill., Fortune Brands (NYSE: FO), is included in the S&P 500 Index.

For more information on Master Lock products and more safe towing and cargo tips, visit www.masterlock.com.