

MASTER LOCK STEELCOR™ BUNGEE CORDS STRETCH CARGO SECURITY TECHNOLOGY TO NEW HEIGHTS

*Towing and Cargo Innovations Leader Offers World-First Technology in New, Premium
Bungee Cords*

MILWAUKEE (Oct. 20, 2005) – Often misused and abused, the bungee cord is one of the un-sung heroes among essential cargo security devices. Bungees are a relied upon solution to make a prized possession secure for nearly any stretch of highway.

However, many owners will misuse bungee cords to try and secure items that are too heavy or too large, putting their possessions, themselves and others at risk of danger – until now.

Master Lock has completely redesigned one of the most common cargo security accessories into a premium item with new features capable of securing the most unwieldy cargo. This November at the SEMA/APEX trade show in Las Vegas, Master Lock will feature its new premium quality STEELCOR™ Bungee Cords as the next generation of stretch cords.

Master Lock STEELCOR Bungee Cords boast nearly three times the strength of the average stretching cord thanks to a durable, flat, steel I-beam hook that's incorporated in an industry-first 'reverse' design. The STEELCOR 'reverse' hook bends away from the cord, allowing users to more easily and more safely secure the hook to a variety of attachment points. In competitive testing, STEELCOR hooks surpassed all others in the industry.

“Consumers are looking for improvements in how they secure their property for transport,” said Jim Recknagel, General Manager, Automotive Group for Master Lock. “And as hundreds of thousands of passenger vehicles take to America’s highways trailing cargo each year, Master Lock will be in-step with them to provide innovative solutions to today’s sophisticated cargo security needs.”

All STEELCOR Bungee Cord hooks feature a high-density polyethylene coating that protects valuable possessions from the marring and scratching that commonly occurs when secured with standard steel bungee hooks. And STEELCOR cords come in an easy-to-store bungee organizer with built-in handle to keep cords in order and allow for easy transportation and hanging when not in use

Finally, because superior strength is only one of the most important factors in selecting the right bungee cord, Master Lock also makes Adjustable Length STEELCOR cords so users can always find the optimal bungee length to secure nearly any type of cargo.

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Each year there are nearly 59,000 crashes involving passenger vehicles towing trailers, resulting in injury to more than 28,000 people, according to 2002 estimates from the National Highway Traffic Safety Administration.

Master Lock recommends using high-quality STEELCOR Bungee Cords as means to safely keep your valuable trailing cargo in stow, in addition to these safety tips:

- Check that all **cargo items are securely fastened** on and in the trailer, and check them periodically as loads do settle.
- Make sure that the area of **attachment of the stretch cords** to the vehicle or trailer will not allow your bungee cords to slip or slacken
- Check to see if your **bungee hardware** is suffering from wear, defective, webbing is cut, frayed, burned, melted or abraded. Replace if necessary.

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.