



Contact:
Scott Sebastian
312 464-1984 x249
ssebastian@clearblue.biz

MASTER LOCK MAKES BACK-TO-SCHOOL SECURITY COOL

WITH MANY STUDENTS CARRYING AN ESTIMATED \$3,000 IN ELECTRONICS IN THEIR BACKPACKS, NEW SECURITY PRODUCTS OFFER COMPACT, COLORFUL AND CONVENIENT PROTECTION

MILWAUKEE (March 29, 2007) – When students head back to school this fall, the security of their backpacks, laptops, iPods and cell phones probably isn't the first thing on their mind. But with many students today carrying an estimated \$3,000 in electronics in their book bags, keeping these products safe from thieves should go to the head of the class as a priority.

The industry leader of locks and security products just made going back-to-school this year safer and cooler for students off all ages. Whether securing a hallway or gym locker, athletic bag or backpack, Master Lock introduces its new line of compact, convenient and colorful solutions including Password Plus™, Mini Locks, G.I.o.™ and Lock&Leash™ lines of combination locks for the upcoming 2007 back-to-school season.



As *the* trusted source of locks and locking innovation for nearly 100 years, Master Lock continues to develop creative ways to showcase the performance and value of unique products. Back-to-School season means an increased investment in education and the tools necessary to succeed. With common items such as cellular telephones, laptops, iPods, MP3 players and expensive hard cover books now common in a student's life, Master Lock provides a way to secure these items with innovative product designs which appeal to young consumers.

"For parents and students, in-school and on-campus security of personal goods should be a top priority," said John Heppner, President and CEO of Fortune Brands Storage and Security, including Master Lock Company L.L.C. "At Master Lock, we continue to develop products that focus on security while adapting to consumer preferences of size and style. With the introduction of our new Password Plus™, Mini Locks, G.I.o.™ and Lock&Leash™ lines, Master Lock products will provide parents and students an added level of security customized to school and campus lifestyles."

Password Plus™

Mix it up with numbers and letters as Master Lock introduces the new Password Plus™. The ultimate passcode lock combines letters, numbers and characters for greater personalization. Four extra wheels allow for more passcode options while removable wheels can be interchanged to create thousands of passcodes. The soft touch dials and no-slip grip provide easy control while the assortment of colors including red, blue, green and orange make your locker unique.



Mini Locks

Customers asked for it and Master Lock delivered. The new Mini Lock combination multi-packs capitalize on compact security while adding color and convenience to students' backpack, hall and gym locker needs. Available in mini traditional style designs and mini Sphero designs, these Mini Locks provide an easy grip and spin dial that appeals to younger consumers. Got Pink? The two-pack mini Sphero will be perfect for the teen girl who's looking for hot fashion color!



Master Lock G.I.o.™

The coolest lockers in school will be dressed with the popular Master Lock G.I.o combination lock! Recognized by its *Hi-Viz* glowing dial, G.I.o.™ is available in four eye catching LED colors including red, blue, purple or green, showcased in a slick pearl chrome finish. Twice as strong as standard combination locks, G.I.o.™ is the ultimate combination of fashion and security.



Lock&Leash™

Ideal for the campus environment where backpacks may be left unattended and an easy target, the new Lock&Leash secures high-value items within zippered compartments. The braided zinc-plated steel cable with PVC coating extends up to 36-inches for maximum security when locked to a fixed object in the library, cafeteria, dorm or classroom. With a stylish design and set-your-own-combination convenience, students have a choice of colors including red, blue, black or purple.



For additional Master Lock security tips and more information, visit www.masterlock.com.

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 contractors alike. Master Lock Company L.L.C. is an operating unit of Fortune Brands, Inc., a leading consumer brands company with annual sales exceeding \$8 billion. Headquartered in Deerfield, Ill., Fortune Brands (NYSE: FO), is included in the S&P 500 Index.

###