

Master Lock® Introduces Innovative Finger Activated Garage Door Opener

Powered by smartTOUCH™ Technology Eliminates Need for Keys, Remotes or Keypads

Milwaukee, WI: March 15, 2007, Master Lock Company LLC today announced that it has entered into an agreement with bioMETRX, Inc. (OTC BB: BMRX), a leading developer of consumer biometric enabled products, in which the "Master Lock® smartTOUCH GDO," a finger activated garage door opener developed by bioMETRX, Inc. will be marketed and sold under the Master Lock® name.

"The Master Lock® smartTOUCH GDO is an innovative and exciting product that offers consumers the convenience of opening their garage door without keys, remotes or keypads," commented Steve Hedlund, Vice President of Growth & Innovation for Master Lock®. "It is simple to set up, and easier to use than conventional digital keypads."

"At some point in their lives, everyone has held a Master Lock® product in their hands. From combination locker locks to award-winning padlocks and door locks, Master Lock® is one of the oldest and most trusted brands in consumer security," said Mark Basile, CEO of bioMETRX, Inc. "We are impressed with the innovation and design of the products from Master Lock®, especially in the areas of residential door locks and automobile security, and we at bioMETRX appreciate the value and recognition that this trusted brand will bring to the smartTOUCH GDO," Basile went on to say.

The smartTOUCH GDO has been featured on shows such as HGTV's "I Want That!", and Discovery Channel's, "It Takes a Thief!" demonstrating both the ease of use and security that this product brings to a homeowner.

"The Master Lock® smartTOUCH GDO features Powered by smartTOUCH™ technology that provide solutions to everyday problems faced by consumers such as lost keys and forgotten codes. Our goal is to empower homeowners to open their doors, or set alarms/thermostats with more security and confidence than ever by the simple touch of a finger," said Lorraine Yarde, Chief Operating Officer at bioMETRX. "We expect great consumer acceptance of the technology because a product that is Powered by smartTOUCH™ makes that product easier to use and more secure. When you add the convenience of allowing children and the elderly, who cannot always remember PIN numbers, with a simple way to come and go securely, it demonstrates the power of finger activated technology. It just makes life a little easier to manage," noted Ms. Yarde.

The Master Lock® smartTOUCH GDO will be available through the bioMETRX commercial website at www.smarttouchstore.com, major retailers and Master Lock® authorized dealers this spring. For more information about the company and its other finger activated products, please visit the company website at www.biometrx.net

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's door hardware product offering brings our industry leading innovation and our recognized qualities of strength and security to the category of home entry and interior doors. Master Lock is part of Fortune Brands, Inc. (NYSE: FO), a leading consumer brands company with annual sales exceeding \$8 billion.

For more information on Master Lock and its award winning line of consumer security products including the Night Watch deadbolt, please visit www.masterlock.com

About bioMETRX, Inc.

bioMETRX, Inc. designs, develops and markets biometrics-based products to the consumer, medical devices and small business markets under the common brand name - smartTOUCH™ ; *bioMETRX Technologies, Inc.* designs and engineers biometrics-based products for the home security, consumer electronics, medical products and patient medical information markets; *smartTOUCH Consumer Products, Inc.* tests and markets the company's biometrically secured garage door openers, thermostats, deadbolts and home alarm keypads and, *smartTOUCH Medical, Inc.*, designs, tests and markets biometrically secured medical crash carts, rolling medicine carts, portable patient medical information devices and, security and retrieval systems for electronic medical records. bioMETRX, Inc.'s entire product line is branded under the trade name "smartTOUCH™".

For more information on bioMETRX and/or the company's smartTOUCH line of products including the Garage Door Opener, visit the Company website at <http://www.biometrx.net>

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Source: bioMETRX, Inc.
Master Lock