

MASTER LOCK'S UNIVERSAL TRAILER COUPLER LOCK COMBINES VERSATILITY, SECURITY TO HELP PREVENT TRAILER THEFT

Owners Must Recognize that Towing Security is Just as Essential When Items Not in Stow

MILWAUKEE (Nov. 1, 2005) – Millions of Americans take great care to tow their boats, campers, and other valuable cargo safely each year, ensuring that their prized investments are transported from point A to point B in perfect condition. However, some travelers neglect to properly protect their towed possessions once they reach their final destination, where they're most at risk of theft, or "trailer-jacking."

Once towed property is unhitched and left behind, it may be as easily re-hitched and removed from the premises by a burglar unless it's effectively secured. To protect against this risk, Master Lock has developed the most versatile, most advanced solution to keeping trailers and trailer cargo protected, the Master Lock **Universal Trailer Coupler Lock**.

Master Lock's Universal Trailer Coupler Lock is designed to fit the widest array of trailers around, including 1-7/8", 2" and 2-5/16" sized couplers

"People are diligent to lock up items like bicycles, or possessions in health club lockers with the appropriate Master Lock products. But some don't take the appropriate measures to secure their most valuable trailering possessions when they're not in tow," said Mike Sheridan, automotive product manager for Master Lock. "To protect property of such great value requires a specially designed locking device, and Master Lock has designed a Universal Trailer Coupler Lock that can do that effectively with a minimal investment of time and money."

The Universal Trailer Coupler Lock has an adjustable hitch ball that fits inside all tongue type trailer couplers, and locks in place to prevent anyone from hitching the trailer to their vehicle. And unlike standard coupler locks, its adjustable size allows users to lock many different types of trailers with the same lock.

Like all Master Lock products, the coupler lock utilizes an advanced locking mechanism to resist picking by thieves, and its heavy-duty cast, chrome plated, design prevents rust and corrosion. When installed, the lock's bold design serves as ample warning to thieves that this trailer won't be towed by anyone but its owner.

At a retail price of \$28.89, the Universal Trailer Coupler Lock is capable of effectively securing items worth more than 5,000 times its cost when installed.

Victims of property crime suffered losses of an estimated \$17 billion in 2003 in the US, according to the most recent crime records compiled by the Federal Bureau of Investigation. That amounts to more than \$46 million in goods stolen every day. And thieves are most likely to prey upon unsecured items, or "easy targets."

In addition to using a trusted locking system, Master Lock recommends that trailer owners take additional steps to keep their trailers safe and secure. Owners should store trailers in a well lit, secure area and keep them out of the elements whenever possible to reduce deterioration of hitching or security devices.

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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.

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