

MASTER LOCK INITIATES INDUSTRY-FIRST PRODUCT PACKAGING STRATEGY

*Leader in Towing Innovation Develops One-Stop Shopping Display
That Helps Sell all Pieces of an Integrated Towing System*

MILWAUKEE (Nov. 1, 2005) – Master Lock’s “Continuous Innovation” approach to towing security has helped it produce an entire line of products that utilize industry-first technologies. Now Master Lock has applied that same strategy to how they sell those new products.

As part of its participation in the Nov. 1-4 SEMA/AAPEX trade shows, Master Lock will unveil a new display system to feature all of the essential towing security products it has developed.

The new Master Lock Towing Security display integrates all of the necessary product call-outs for consumers to piece together an entire towing system, including hitch balls, ball mounts and even the hitch itself.

Master Lock’s display and packaging strategy is a first among manufacturers in the category, and it allows retailers to more easily sell the entire category of towing security. It also helps communicate to consumers what appropriate security upgrades they can make to their towing system to suit their specific needs.

“Master Lock’s new towing security display system will add value to retailers, improve their bottom line and help them make the sale,” said Jim Recknagel, General Manager, Automotive Group for Master Lock. “This is a result of Master Lock’s strategy to organize and merchandise the category,. It’s another innovative way for Master Lock to meet the more sophisticated demands of today’s trailer owner.”

The Master Lock brand enjoys 98% consumer recognition. And Master Lock’s Towing Security sub-brand helps connect that heritage with the towing category, giving consumers an expectation of quality and leadership.

The new Master Lock Towing Security display system will soon be found at many auto part and outdoor recreation centers nationwide.

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.

