

MASTER LOCK'S LATEST TOWING SECURITY SOLUTIONS EARN AWARDS FOR EXCELLENCE IN PRODUCT INNOVATION

Popular Mechanics, AAPEX Among Organizations to Recognize Master Lock

MILWAUKEE (Nov. 9, 2005) – Master Lock, the recognized leader in towing innovation, revealed the latest additions to its line of towing security products at the 2005 SEMA/AAPEX show in Las Vegas this month to the critical praise of retailers, media and event organizers. Two Master Lock innovations, the **One Tool Torque™ (OTT)** system and the line of **Custom Chrome Ball Mounts**, were awarded honors of distinction.

Master Lock's patent-pending One Tool Torque™ (OTT) system, a new towing technology that helps trailer owners install, remove and tighten trailer hitch balls, received the Editor's Choice award from *Popular Mechanics*. The OTT system was praised by *Popular Mechanics* for its simple design, and its effectiveness at addressing a common towing problem – the laborious process of safely and correctly installing a hitch ball to a ball mount.

Master Lock's redesign of the standard hitch ball and ball mount system follows their 2003 introduction of the EZ Mount hitch ball, a first in the towing industry. And, the OTT system is the third Master Lock innovation to win a *Popular Mechanics* Editor's Choice award within the last four years.

Master Lock's line of Custom Chrome Ball Mounts received "Best in Show" recognition at AAPEX, earning first place in the show's New Product award category. Show Organizers lauded the Custom Chrome Ball Mounts for helping consumers achieve individuality with their vehicles. The ball mounts feature high-quality chrome plating in four distinct styles, including licensed Dodge and Ford emblems and a sculptured radical skull design. Each ball mount also utilizes Master Lock's OTT technology.

"We're very proud to have Master Lock products recognized among the automotive aftermarket industry's finest at SEMA/AAPEX this year," said Jim Recknagel, General Manager, Automotive Group for Master Lock. "These awards are a true testament to Master Lock's endless pursuit of innovation in the towing security industry, and we're honored by the distinction."

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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