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FOR MOTORCYCLE OWNERS – MASTER LOCK UNVEILS NEW QUANTUM CUFF™

Innovative New Motorcycle Lock Arrives Just in Time for Riding Season

MILWAUKEE – Master Lock, the industry leader in innovative locks and security products, is introducing the new Quantum Cuff™ motorcycle locking system just in time for the spring riding season. The new Quantum Cuff combines the strength and protection of a Street Cuff® with the added reach and flexibility of a cable.

The Master Lock Quantum Cuff features a 3-inch cuff that will fit a motorcycle fork or frame and can be secured to sign posts or parking meters, the convenience of push-button locking and a heat-treated locking core that is virtually pick proof. The 9/16" diameter braided steel cable extends 6-feet and resists cutting and sawing. The cable is protected by a vinyl coating to prevent scratches to the bike's paint and chrome.

"An estimated 70,000 motorcycles are stolen each year because they lack an effective locking system or security device," said Don Spradlin, general manager, Automotive Group for Master Lock. "Master Lock's Quantum Cuff is an affordable, effective, easy-to-use security solution that provides the strength and durability of a Street Cuff with the reach and flexibility of a cable to keep your motorcycle secure throughout the riding season."



The Cuff Lock provides a convenient push button lock that allows the rider to secure the motorcycle conveniently without a key.

When securing a motorcycle using a Quantum Cuff, Master Lock recommends that the cable is secured to a fixed or anchored object, or another motorcycle. Always secure the cable through the motorcycle's frame rather than the wheels which can be easily removed.

The Master Lock Quantum Cuff will be available in June 2007. MSRP: \$39.99.

For additional information on Master Lock motorcycle locks visit: www.MasterLockCycle.com and for automotive products, visit: www.MasterLock.com.

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 LLC 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.

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