

**For Immediate Release**

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**Show Your True Back to School Style and Never Forget Your  
Combination Again with Password Plus from Master Lock**

*With over 1 million combination options and the security of Master Lock, have fun  
during the Back to School season and keep personal items secure*

Milwaukee, WI—July 13, 2009—You can personalize your phone ring tone, make your computer screen saver uniquely yours and create a one-of-a-kind email and **Facebook** name...So why not personalize your school locker combination padlock or your gym locker combination padlock so you'll never forget your combination again! Now you can do just that for the **back to school** season with **Master Lock's Password Plus** set-your-own **combination padlock** using words, letters, numbers or a mix of both.

The easy to set and reset **Password Plus** ([http://www.masterlock.com/cgi-bin/product\\_detail.pl?sub\\_cat\\_id=D1534](http://www.masterlock.com/cgi-bin/product_detail.pl?sub_cat_id=D1534)) lock features eight easily removable and re-arrangeable combination wheels, four on the lock and four extras, comprised of letters, numbers and characters. These interchangeable wheels provide more options to create a personalized combination that's easy to remember—maybe it's a name, an address, PIN# or favorite text code. Password Plus offers an almost infinite number of combination possibilities—over 1 million, significantly more than most locks available today. Password Plus offers many color choices - red, blue, black or white wheels with a chrome body finish. The lock also features anti-shim technology, making it more secure than traditional combination locks so you can feel confident your personal items are protected.

“We've all had moments where we've forgotten our lock combination, but with Password Plus that is a thing of the past,” said Rebecca Smith, vice president, marketing for Master Lock. “With fun color choices, more than a million combination possibilities and the reliability of Master Lock, Password Plus is both fun and secure, whether you're locking up your books and personal belongings at school or securing your items at the gym. Either way, you can customize your combination and be confident your items will be secure.”

As an extra measure of security and convenience, Master Lock offers customers its **www.combolocker.com** combination registration site. Combolocker allows you to store up to 5 combinations or key numbers in a secure database that can be accessed 24/7, 365 days a year.

Password Plus is available at retailers nationwide and has a suggested retail price of \$7.98 USD. It is also available online at [amazon.com](http://amazon.com) or at [www.masterlockitup.com](http://www.masterlockitup.com).

**(Product photography and samples for media are available upon request)**

### **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 Company L.L.C. is an operating unit of **Fortune Brands, Inc.**, a leading consumer brands company. Headquartered in Deerfield, IL, Fortune Brands (NYSE:FO) is included in the S&P 500 Index. ([www.masterlock.com](http://www.masterlock.com))

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