

## **For Immediate Release**

**Contact: Shep Doniger**

**561-637-5750**

**sdoniger@bdcginc.com**

## **Master Lock Helps Protect iPods With Introduction of iCage™ Locking Skin**

*Secure and scratch-proof skin, set-your-own combination lock and flexible cable, and complete functionality while in use make iCage a must have from industry security leader*

(Milwaukee, WI)—September 3, 2008--iPods have quickly become some of the most popular and widely used portable media devices by people of all ages, with over 170 million sold worldwide since its introduction in 2001. Their frequent use while people are on the go and potentially less attentive to their surroundings have made them an easy target for would be thieves on campus, in urban areas, on city transportation systems, and in many other public environments.

Master Lock, [www.masterlock.com](http://www.masterlock.com), the innovative industry leader in locks and security products, recognizes the importance of the personal and financial investment iPod users have made in their media players, and has now made protecting these devices more convenient with the introduction of the first-of-its-kind iCage™, a family of locking skins for iPod players. The iCage includes a durable, lightweight protective skin, set-your-own 3-digit combination lock for keyless convenience, flexible cable for lock-down security, and three (3) invisible shrink wraps for screen and body scratch protection. Best of all, the device remains fully functional in the new locking skin with access to all ports for the user.

With the massive proliferation of personal digital audio players, experts agree that the devices have contributed to increases in violent crimes. In major urban areas like New York, Washington, DC, San Francisco and Los Angeles, crime statistics compiled between 2004 and 2007 show a substantial rise in iPod and cell phone robberies.

“So many people have made their iPod an essential part of their lives and that means more, and often easier, opportunities for theft. The iCage™ maintains the ease of use of these devices while keeping them more secure,” said John Heppner, president and CEO of Fortune Brands Storage and Security, which includes Master Lock. “The iCage locking skin enhances the iPod user experience by making security possible wherever and whenever people are using them.”

The new iCage is available for the 4GB and 8GB iPod nano; and the 30GB, 60GB, 80GB or 160GB iPod classic. It has a suggested retail price of \$14.99 for the nano models, and \$19.99 for the classic models. For more information about Master

Lock's new iCage™ and other security tips to keep you and your belongings safe, visit [www.masterlockitup.com](http://www.masterlockitup.com).

### **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 brand company with annual sales exceeding \$8 billion. Headquartered in Deerfield, IL, Fortune Brands (NYSE:FO) is included in the S&P 500 Index.

iPod is a trademark of Apple Inc.

**Product photography and samples are available upon request.**

###