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MASTER LOCK LAUNCHES FACEBOOK GAME TO ‘UNLOCK A CURE’ FOR BREAST CANCER

Company also introduces new pink security products just in time for National Cancer Survivors Day

MILWAUKEE (June 1, 2011) – With more than 141 million casual gamers on Facebook^{®*}, Master Lock is tapping into the power of the popular social network to challenge consumers to game for the greater good. In honor of National Cancer Survivors Day June 5, Master Lock is launching a free game on www.Facebook.com/MasterLock that will generate donations for The Breast Cancer Research Foundation[®] (BCRF) according to the level of fan participation. Master Lock will also challenge players to make a matching donation in the hopes of finding a cure and expanding the number of breast cancer survivors. In addition, the company is introducing new pink locking products to raise awareness for the cause and to help ‘unlock a cure.’

“Breast cancer can and does strike anyone – young, old, male, female – and we are committed to playing our part in finding a cure,” said Rebecca Smith, vice president, marketing, for Master Lock. “This year, we’re challenging our Facebook fans to play their part, literally, in raising awareness and funding research so that we can celebrate many more survivors next June.”

Giving through Gaming

Visitors to the Master Lock Facebook page will be challenged to mimic a directional combination on a virtual *1500iD Speed Dial™ Set-Your-Own Combination Lock*. The *Speed Dial* is the first lock to open on up-down-left-right movements, instead of the traditional rotary dial. Much like the well-known game Simon, in which players must remember a progressive sequence of actions or instructions, players of the Master Lock game must remember a progressive sequence of directional movements. A leader board will rank the top overall gamers, and players can also choose to see a leader board of just their Facebook friends who are playing the game to spur friendly competition.

You play. We give. Master Lock will donate \$0.01 per corresponding level achieved, up to a maximum of \$25,000, to BCRF in 2011. To make an even bigger impact toward ‘unlocking a cure’ for breast cancer, Master Lock will also challenge players to make their own donations via a simple link on the game page. Employee testimonials and conversation on the Master Lock Facebook page will spur additional dialogue and awareness of breast cancer research and prevention. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

Pink Security Products

Master Lock is expanding its lineup of pink security products this year with new breast cancer awareness designs for the popular *1500iDPNK Speed Dial* and *1590DPNK Precision Dial™ Set-Your-Own Combination Lock* – both ideal for school, gym or work lockers. Also new this year are the *AD101DPNK Pepper Spray* and the *5900DPNK Safe Space™* products.

The directional *Speed Dial* is available in a white design with pink accents and a pink awareness ribbon, the universal symbol of breast health awareness. It retails for a suggested retail price of \$8.99.

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The *Precision Dial* offers a resettable combination solution for users more comfortable with a traditional rotary dial and comes with an enclosed reset tool so users never have to worry about forgetting their combination again. It retails for \$7.99 and is available in pink or white with pink accents and a pink ribbon. The *Pepper Spray* retails for \$7.49 and comes in a pink key chain design for easy storing and immediate access against attackers. A lightweight and portable personal storage solution, the *Safe Space* retails for \$19.99 and is an ideal solution when protecting valuables on campus, in the office or while traveling.

Master Lock offers a wide variety of additional pink locking products for home, gym, bike, luggage, school and travel security, all emblazoned with the pink awareness ribbon. Products include keyed padlocks, numerical and password combination locks, TSA-approved luggage locks, backpack locks and cable locks. Locks range in suggested retail price from approximately \$4 to \$20. To view the entire pink product line, visit www.masterlock.com/cms/bcrf/bcrf.

Locks can be purchased at retailers nationwide as well as on www.Amazon.com

Never Forget Your Combination

Lock combinations, as well as other confidential data such as online bank account passwords or debit card PIN numbers, can be safely stored and accessed in the new Master Lock Vault™, so users never need to worry about losing or forgetting any of their access information again. The free, secure and convenient tool can be accessed at www.masterlockvault.com, and Apple® or Android™ smart phone users can download the free Master Lock Vault app from their App Store for instant access to stored information anytime, anywhere.

To play the Master Lock game on Facebook, visit www.Facebook.com/MasterLock. To download high-resolution product images, visit www.masterlockimages.com. For more information about Master Lock, visit the Master Lock Press Room at www.masterlock.com/about_us/press_room.jsp. For more information about BCRF, visit www.bcrfcure.org.

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, Ill., Fortune Brands (NYSE: FO) is included in the S&P 500 Index. (www.masterlock.com)

About BCRF

Since its inception in 1993 The Breast Cancer Research Foundation® (BCRF) has raised over \$325 million—over \$35.5 million in fiscal year 2010 alone—to support the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. In 2010-2011, our grants are supporting 172 dedicated researchers at major medical institutions throughout the world. If not for BCRF, many facts about the genetic basis of breast cancer wouldn't be known, breast cancer stem cells would still be a mystery, and personalized, targeted therapies wouldn't currently be available. BCRF-funded scientists are responsible for these and many other critical achievements. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. Having received 4 stars from Charity Navigator for nine consecutive years, BCRF has outperformed 99% of more than 5,500 evaluated charities. Furthermore, the Foundation is once again listed as an “A+” charity by The American Institute of Philanthropy. No other breast cancer organization has consistently received such high ratings. For more information about BCRF, visit www.bcrfcure.org.

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**According to the 'U.S. National Gamers Survey 2010' conducted by market research firm, Newzoo.*

1. *THE BREAST CANCER RESEARCH FOUNDATION is a registration owned by The Breast Cancer Research Foundation (a New York Not-For-Profit Corporation.)*
2. *APPLE is a registration owned by Apple, Inc.*
3. *Android is a trademark of Google Inc.*
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