

For Immediate Release

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WITH SPRING UPON US, YOU CAN BIKE YOUR WAY TO BETTER HEALTH...AND REMEMBER TO PROTECT YOUR BIKE TOO!

*Trusted security leader Master Lock has the right products to help protect your bike
and in turn your well-being*

Milwaukee, WI—April 2010—Remember being a kid and getting out on your bike as soon as you felt the Spring thaw? Little did you realize then that riding your bike to school, to meet friends, to the store and all around town was so good for you. Experts agree that as 60 percent of Americans battle with being overweight and with obesity dangerously on the rise, biking remains one of the best ways to burn fat, improve muscle tone and cardiovascular health, no matter what your age. Trusted security leader Master Lock, www.masterlock.com, has just the right **bike lock** to secure your bike and help keep you on the path to better health.

Numerous studies show biking/cycling is an effective way to work major muscle groups and your cardiovascular system. Overall, it can help cut the risk of heart disease, lower blood pressure and reduce the risk of developing adult onset diabetes. At the same time, biking works the major muscle groups and does so with little impact on joints which reduces the risk of injury and joint soreness.

“As the warmer weather is upon us, so many Americans will start to get out more and do good things for their health and wellness. Exercise, and in particular riding a bike, can help protect your body. Master Lock wants to be there to help protect your bike,” said Justin Matuszek, product manager for Master Lock. “As you make an investment in your bike and your well being, keep in mind the importance of protecting that investment with a trusted Master Lock bike lock to keep everything secure.”

As the largest manufacturer of padlocks and related security products for more than three-quarters of a century, Master Lock has more **bike U-locks**, cables, chains and cuffs, as well as special **security products** for bike racks and trailers, than the competition. Master Lock’s full-line of bike locks includes the, “When tough isn’t enough,” **Street Cuff**, U-locks available in a wide variety of sizes and types, and a broad selection of cable locks including **Python Adjustable Locking Cables, Combination Cables, Keyed Cables, Looped Cables** and **Receiver Locks**. New for 2010, Master Lock has added a **Password Plus Locking Cable bike lock** to its broad range of products featuring a set-your-own **Password Combination Lock**. The five letter lock

provides users with thousands of combination possibilities and makes remembering your password combination easier.

“Consumers have many reasons for using their bikes and for every one of them there’s a need to protect it. That’s why Master Lock offers the most comprehensive and complete line of bike locks available in the market, all with the trusted reputation of Master Lock behind them,” said Rebecca Smith, vice president, marketing for Master Lock.

In addition to the limited **lifetime warranty** that comes with most Master Lock bike locks, there’s an additional level of security available as well in Master Lock’s limited **anti-theft guarantee**. The Master Lock anti-theft guarantee assures that these locks will provide security for many years. Anti-theft guarantees range from \$1,000 up to \$3,500 and are available on a variety of different models. The anti-theft guarantee is yet another reason why Master Lock products are the right choice for street smart security.

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.

To view the full-line of Master Lock bike locks, learn more about their limited lifetime warranties and full anti-theft protection programs, and find out where you can purchase these trusted locks, visit www.masterlockbike.com.

(Product photography and limited media samples 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)

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