

For Immediate Release

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GIVING OR GETTING A BIKE FOR THE HOLIDAYS? DON'T FORGET THE LOCK!

*Now more than ever it's critical to protect your bike, so trust your two-wheeler to
Master Lock*

Milwaukee, WI—November 2009—Americans love their bikes and whether you already have one, think you're getting one for the holidays or plan on giving one as a gift, it should be protected. Security leader Master Lock, www.masterlock.com, has just the right **lock** to secure any bike at the right price,. As the largest manufacturer of bike locks and innovative 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.

In 2008, more than 44 million Americans age seven or older rode a bike, and it is estimated that more Americans than ever before will be hopping on their two wheelers in the coming years. In fact, according to a report in the Huffington Post, there were more bikes sold in the first quarter of this year, 2.6 million, than cars and trucks combined. With some bikes costing thousands of dollars and more commuters counting on their bikes to get to work, protecting this valuable investment is more important than ever. **Master Lock**, the world's largest and most trusted manufacturer of padlocks and related security products, offers the widest variety of bike security products available today.

Master Lock bike locks may vary in size, strength and purpose, but they are all made to exclusive specifications so they are reliable and affordable. As a result, consumers can be confident there is a Master Lock bike lock that is just right for any need. Master Lock's full-line of bike locks includes the Street Cuff, the Force Series U-Locks, Python Adjustable Locking Cables, Combination Cables, Keyed Cables, Looped Cables, Locking Chains, Bike Racks, and Receiver Locks. Beyond the variety, several Master Lock bike Locks offer anti-theft guarantees of up to \$3,500 that helps further protect your bike, providing additional peace of mind that you have the most trusted and enduring name in security products supporting you all the way.

Master Lock Street Cuffs

When tough isn't enough, Master Lock Street Cuffs have your bike protected. With two models featuring a \$3,500 anti-theft guarantee (8200D, 8290DPS), these cuffs outsmart thieves with pivoting links, hardened-laminated steel construction, 12-inch to 22-inch design for flexibility, and a Master Lock proprietary design that not only provides security advantages but which also makes these cuffs easy to fold and store.

Master Lock U-Locks

Security doesn't get more dependable or last longer than with the wide variety of Master Lock U-Locks available for bikes of any size and type. All Master Lock U-Locks are built with double-locking shackles, high-security disc cylinders and pliable rubber-coated shackles. The popular and most reliable Force Series features a full line of U-Locks all boasting a \$1,000 anti-theft guarantee. Like all Master Lock products, the Force Series is built smart and built to last. These locks feature three tons of pull resistance protection, a disc key for additional pick protection, sliding dust covers to keep the elements out and a carrying bracket for easy transport. Master Lock Force Series Locks are designed to cover virtually any need a biker, serious or casual, could have.

Master Lock Cable Locks

Thieves will often take the path of least resistance and many times all you need is a tough cable lock to keep them away. Master Lock Quantum braided steel cables are tough and protective, are available in a variety of cable lengths and diameters to cover any application, and offer the choice of combination or keyed locking styles.

"Master Lock knows how important an investment a bike can be and we also know the many uses consumers have for their bikes. That's why we offer 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. "Our locks have been tested over and over and our high-security models have earned Sold Secure Silver or Gold ratings from a third-party European testing agency, so consumers can feel confident when they lock their bike that they have the best protection their money can buy."

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.

When it comes to selecting the correct bike lock, Master Lock is always there to help. To view the full-line of Master Lock bike locks, learn more about their limited lifetime warranties and anti-theft protection program, and find out where to buy, visit www.masterlockbike.com.

(Product photography is 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 LLC 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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