



**FOR IMMEDIATE RELEASE**

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## **LOCK DOWN THE PERFECT FATHER'S DAY GIFT**

### *Master Lock Offers Unique Gift Ideas for Every Type of Dad*

MILWAUKEE (May 25, 2011) – For years, children have been purchasing Father's Day staples from ties and tools to golf balls and sports memorabilia, hoping to please Dad with their presents each June. To help your father's peace of mind this year, give Dad the gift of security by selecting the perfect lock to safeguard his valuables - whatever they may be.

"Purchasing a lock for loved ones shows a great amount of care and thoughtfulness," said Rebecca Smith, vice president, marketing for Master Lock. "Either as a stand-alone gift or as a practical add-on to another purchase, Dad will appreciate the time and consideration that went into selecting the perfect lock to fit his needs."

When choosing a lock for fathers, it's helpful to consider his character traits as well as his favorite activities. To help narrow down the choices, Master Lock has compiled descriptions of four common personality types and which locks would make the best gifts for each.

#### **Active Dad**

The active dad is a workout buff. He heads to the gym to stay in shape and loves to be outdoors whether he is hitting the trails with his bike, going on leisurely jogs or playing a few rounds of golf on the weekends. Because he loves these activities, he has invested in quality equipment that should be protected such as high-end ear buds for workouts, a top-of-the-line mountain bike and more. To lock up gym equipment and keep his possessions safe while working out, consider purchasing him a reliable [combination lock](#) such as the 1500iD Speed Dial™. It's quick to open and will keep his workout gear safe. If he heads out on his bike more often than he goes to the gym, a [bike lock](#) may be the best gift. Consider an adjustable locking cable like Master Lock's 8413DPF, so he can lock up multiple items including his helmet along with his bike.

#### **Handy Dad**

This type of dad loves to fix things and spends his time both indoors and out, making his home the best it can be. Over the years, he has been gifted every tool imaginable to accomplish various home improvement tasks. Quality tools are expensive, whether they deal with lawn care or DIY projects. Help your dad lock up his tool shed or garage by giving him a [high security](#) laminated or solid body lock. For outdoor applications, look for [padlocks](#) that feature stainless steel components, protective weather covers, or the exclusive Rust-Oleum® Certified protection for extra weather resistance.

#### **Business Dad**

Always on the go, this dad is on the road for business meetings often and is a frequent hotel visitor. It's important that he keep his luggage and other crucial items safe as he travels. A TSA-accepted lock for baggage is a great way to keep items safe in-transit. Master Lock's 4688D TSA-accepted lock can help ensure he gets through airport security lines without a hitch. When in his hotel room, he'll need a safe place to store his passport, cash, watch and other important documents. Consider selecting a secure cash or document storage box like the 7143D to give him a safe place for these items.

**All Dads**

Regardless of a father's occupation or personality type most are busy men who balance a variety of responsibilities on a daily basis. Sharing the [Master Lock Vault™](#) application with dad can help him keep all of his most important information in one safe, organized location. This free, secure online data storage application can ease his hectic life, giving him easy access to passwords, bank account information and more – even when he's on the go.

For more information on security solutions, please visit Master Lock's website at [www.masterlock.com](http://www.masterlock.com) or the Master Lock Facebook page at [www.facebook.com/masterlock](http://www.facebook.com/masterlock). Visit [www.masterlockvault.com](http://www.masterlockvault.com) to utilize the free, secure online data storage application and download a smart phone app for easy access on the go.

**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](http://www.masterlock.com))

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