



**FOR IMMEDIATE RELEASE**

Contact: Hannah Pomatto  
630.932.7938  
[hannah@jsha.com](mailto:hannah@jsha.com)

Samantha Colla  
630.916.3035  
[samanthac@jsha.com](mailto:samanthac@jsha.com)

**MASTER LOCK KICKS OFF YEAR-LONG INITIATIVE TO HELP  
CONSUMERS PROTECT ALL THEY LOVE AND CARE ABOUT**

*Twitter sweepstakes will benefit the American Red Cross*

**MILWAUKEE, Wis., February 17, 2014** – Master Lock, best known as the world’s largest manufacturer of padlocks and other security products, today announces its continued commitment to helping consumers protect all they love and care about in 2014. Whether a precious pet, certain someone or prized possession, Master Lock is kicking off its year-long initiative by asking people to tweet what they most want to protect using the hashtag #MasterLockProtects in exchange for a donation to the American Red Cross and entry into a sweepstakes for a chance to win one of 28 prize packs. The campaign will continue throughout the year with a series of safety tips and advice.

“We’re not just in the lock business; we’re in the business of helping to keep whatever is most important to you secure,” said Rebecca Smith, vice president, marketing for Master Lock. “What matters to you matters to us, and we’re dedicated to providing the products and resources consumers need to keep both people and possessions protected.”

**Sweepstakes and Donation**

Beginning today through February 28, Master Lock is asking consumers to engage in a conversation on Twitter by answering the question: What do you most love and care about and want to protect? Participants who tweet their response with the hashtag #MasterLockProtects will generate a \$1 donation to the American Red Cross and will be entered for the chance to win one of 28 prize packs. Three grand prize winners will receive a \$100 Visa gift card, Red Cross Emergency Preparedness Kit and an assortment of Master Lock security products, including the 5422D Portable Key Safe, 1547DCM Backpack Lock and 5900D Portable Personal Safe. Twenty-five first prize winners will receive a \$50 Visa gift card plus the same Red Cross Emergency Preparedness Kit and Master Lock products as grand prize winners.

Master Lock will make an initial \$10,000 donation to the American Red Cross and will donate up to \$10,000 in additional funds based on consumer participation in the sweepstakes for a total \$20,000 donation – just one way the company hopes to help keep the places and people consumers care about safe. Master Lock’s donation will support the urgent needs of the American Red Cross mission, whether it is responding to a disaster, collecting lifesaving blood, teaching skills to save a life, or assisting military members and their families during emergencies.

### Continuing Education

Master Lock will continue to provide education for consumers throughout the year on staying secure and protecting what they love and care about in a variety of situations. Tip sheets will be hosted on [www.masterlock.com](http://www.masterlock.com), and will address topics such as:

- Secure online tax tips
- Safe family travel
- Home safety
- Storm preparedness
- Identity theft protection

Master Lock is also engaging its Live Secure Safety Squad blog panel to provide personal tips, anecdotes, advice and product recommendations for family safety throughout the year. Participating blogs to follow include:

- [Tech Savvy Mama](#)
- [Susan Heim on Parenting](#)
- [Leslie Loves Veggies](#)
- [Mommy Kat and Kids](#)
- [Three Different Directions](#)
- [Nicole's Nickels](#)
- [5 Minutes for Mom](#)
- [Mocha Dad](#)

Join the conversation on Twitter now with the hashtag #MasterLockProtects, and visit [www.masterlock.com](http://www.masterlock.com) for more information.

### 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 industry alike. Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security, Inc. (NYSE: FBHS) is included in the S&P MidCap 400 Index. For more information about Master Lock, visit [www.masterlock.com](http://www.masterlock.com).

### About the Sweepstakes

**NO PURCHASE NECESSARY TO ENTER OR WIN.** Entry into the 'Protecting All That You Love and Care About' Sweepstakes is open to permanent lawful residents of the 50 United States and the District of Columbia ("D.C.") and Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry (except for residents of Maine, who must be at least 18 years or older at time of entry to enter). There is no limit to the how many times an entrant may enter an entry during the sweepstakes period, provided each entry is different and distinct from any prior entry. Skill testing required for Canadian winners. Sweepstakes begins at 07:00:01 a.m. CDT on February 17, 2014 and ends March 1, 2014 at 6:59:59 a.m. CDT. Entrants can enter via the Twitter™ app or Twitter's website located at [www.Twitter.com](http://www.Twitter.com) using the hashtag #MasterLockProtects. For complete rules, go to <http://www.masterlock.com/pdfs/ML-PATYLCA-Sweepstakes-Rules.pdf>. **Sponsor:** Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154. **This Sweepstakes is in no way sponsored, administered, endorsed or associated with Twitter.**

**About the American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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