

For Immediate Release

Contact: Shep Doniger

561-637-5750

sdoniger@bdcginc.com

The newly expanded Set-Your-Own Password Combination Lock family from Master Lock makes remembering your combination easier than ever!

Whether at school, work, play or travel, choose a personalized combination to secure your belongings and simplify your fast-paced lifestyle.

Milwaukee, WI—June 2010—Security industry leader Master Lock gets personal with the expansion of its Set-Your-Own Password Combination Lock family. You can personalize your ring tone, customize your screen saver and create a unique online password. Now, you can also personalize how you secure your valuables by using a Master Lock Set-Your-Own Password Combination Lock. With the mind-boggling number of online passwords the average consumer must remember, it's no surprise that consumers prefer to customize their padlock combination for easy recall, using letters, numbers, symbols or a mix of these.

Master Lock Set-Your-Own Password Combination Locks are easy to set and reset and are made to Master Lock's exacting standards for security, convenience and reliability. The Password Plus Set-Your-Own Combination Locker Lock (1534D) now features 5 dials for longer, more personalized combinations. Over 25 million combinations are possible by removing and rearranging the eight wheels which feature letters, numbers and symbols. No other Set-Your-Own Password Combination Lock offers this level of customization and personalization.

The new Master Lock TSA-Accepted Set-Your-Own Password Combination Travel Lock (4691DWD) is ideal for air travel as it keeps your personal items secure, providing peace of mind to make your trip more pleasurable. With over 10,000 possible combinations and variety of colors to suit personal styles, travelers can choose a travel lock to match their luggage and choose a meaningful word, name or acronym for easy combination recall.

Featuring a sleek brushed finish and a solid 1-9/16" wide body, the multi-purpose Set-Your-Own Password Combination Lock (643DWD) offers a letter-based alternative to the popular 643D number model. Consumers can choose from over 10,000 possible combinations to create their own memorable password.

For biking enthusiasts, the Set-Your-Own Password Cable Lock (8220D) features 5 dials and 100,000 possible combinations – more than any other letter-based bike cable lock. With a 6' x 3/8" diameter flexible braided steel cable for strong cut resistance and a mounting bracket for easy transportation, it offers the ultimate in security and convenience.

“We all have enough to remember in our daily lives. Master Lock wants to make life a little easier with our full line of Set-Your-Own Password Combination Locks,” said Rebecca Smith, vice president, marketing for Master Lock. “With a variety of styles and colors, the most combination possibilities in the market and Master Lock reliability, this family of Set-Your-Own Password Combination Locks will ease some of life’s everyday stresses. Whether you’re flying, biking, going to school or the gym, there’s a Master Lock Set-Your-Own Password Combination Lock to help make your combination easier to remember and keep your valuables secure.”

For an extra measure of security and convenience, visit www.combolocker.com. Combolocker allows you to store multiple combinations or key numbers in a secure database that can be accessed 24/7, 365 days a year.

Please visit Master Lock’s media room at www.masterlock.com/media to access a video featuring the full line of Master Lock Set-Your-Own Password Combination Locks and visit www.masterlockimages.com for product images. For more product information, please visit www.masterlocktsa.com, www.masterlockitup.com or www.masterlock.com.

(Limited samples for media 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 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.

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