

For Immediate Release

Contact: Shep Doniger

561-637-5750

sdoniger@bdcginc.com

**AS TSA CLAIMS FROM TRAVELERS FOR LOST OR DAMAGED
ITEMS REACH MORE THAN 100,000 IN THE PAST SIX YEARS,
MASTER LOCK EXPANDS LEADING LINE OF TSA TRAVEL LOCKS**

Use letters instead of numbers to create your personalized password combination with the new Master Lock Set-Your-Own Password Combination TSA-Accepted lock and keep your belongings safe throughout your entire travel route.

Milwaukee, WI—May 2010—From the moment the airlines handle your **checked bags and luggage** to the time you leave your bags in your hotel room, with the valet or even in the car, a **Master Lock TSA-Accepted Travel Lock (www.masterlocktsa.com)** can help keep your personal items safer and make your trip more pleasurable. Master Lock offers the most complete line of TSA-Accepted Locks you can travel with and now the trusted security leader has made remembering your combination easier than ever with the introduction of the new **TSA-Accepted Set-Your-Own Password** combination lock with letters instead of numbers. Now, travelers can customize their lock combination to a more meaningful word, name or acronym for easy recall. The new TSA-Accepted Set-Your-Own Password combination lock (4961DWD) offers consumers thousands of word combination possibilities so it's virtually impossible to forget your password. All Master Lock TSA-Accepted Locks are recognized and accepted by the **Transportation Security Administration (TSA)**.

“All Master Lock TSA-Accepted travel locks provide security throughout your travel route by protecting your luggage at the airport, in your hotel room, when left with the valet or bellman and even while left in your car,” said Rebecca Smith, vice president, marketing for Master Lock. “Whenever your bags are out of your sight, they are vulnerable to theft. If bags are not secured properly, items may simply fall out. Master Lock TSA-Accepted locks help avoid these pitfalls, allowing travelers to focus on their trip, rather than the security of personal items. With the new TSA-Accepted Set-Your-Own Password combination lock, we’ve made remembering your combination even easier. You can customize your combination and be confident your items will be secure.”

Now, more than ever, it is critical to secure your luggage and protect your belongings, especially during air travel. TSA data show over 100,000 claims have been made for lost or damaged items over the past 6 years. According to the TSA, these are only items that were reported to them and do not include items reported to the airlines independently. Items stolen included everything from medicine to jewelry, cameras, clothing, laptops, perfume and cell phones. Recent studies also indicate that many travelers are still unaware they can secure their luggage with a TSA-Accepted lock or that such locks even exist. The TSA recommends using **TSA-Accepted locks** that can be opened only by **TSA screeners** using a special tool and then re-locked, leaving luggage

and contents unharmed and secure. Non-TSA-Accepted locks are subject to being cut by security officers leaving checked bags vulnerable to theft or to having items simply fall out during transit. A Master Lock TSA-Accepted lock is easily recognized by officials so it will likely not be cut or destroyed and will help keep personal items safe.

Master Lock TSA-Accepted travel locks are affordable, come in a variety of easily identifiable colors and are emblazoned with a red and white diamond logo signaling officials that they meet **TSA requirements**. Master Lock was one of the first companies to join with the TSA and Travel Sentry™ to use the special diamond trademark to denote its locks are “**air-travel-safe**” and to signal TSA and airline officials that such bags can be easily inspected, then relocked. Since all checked luggage is now required to be screened and many bags are opened prior to being loaded on planes, using a TSA-Accepted lock will help keep your bag secure throughout your travels.

Travel Tips from Master Lock

In addition to a full-line of TSA-Accepted travel locks, Master Lock also offers the following travel tips to help keep your personal belongings safe and to make your trip more enjoyable:

- Use a Master Lock TSA-Accepted lock for all carry-on and checked bags to protect your valuables, to avoid having your lock cut and to keep items safe throughout your entire trip.
- Place contact information inside and outside your bags for easy identification and a fast return to you if lost.
- Use your TSA-Accepted lock on all bags throughout your trip - even in your hotel room and at the bell-desk, as an additional theft deterrent.
- Carry an ATM card, credit cards or travelers checks instead of cash.
- Register your trip with the U.S. State Department at their free online service <https://travelregistration.state.gov> in case of an emergency
- Sign your passport, include emergency contact information and make multiple copies of your passport and other important documents. Give them to a family member or trusted friend in case of an emergency.
- Take precautions and be aware of your surroundings to avoid being a target of crime.
- Have more fun knowing that if you follow these simple tips and use Master Lock TSA-Accepted locks properly, it will help keep your items secure.

Master Lock TSA-Accepted locks were born out of the travel rules and regulations established after September 11, 2001 and like all Master Lock products, are engineered to Master Lock’s exclusive specifications. Master Lock offers a wide variety of TSA-Accepted Locks, all with unique features. Choose from “set-your-own” combinations for keyless convenience with numbers or letters to make remembering your combination easier, or “keyed alike” sets which are ideal for family travel. Some locks offer a flexible cable to withstand the abuse of baggage handling equipment while others feature the Instant Alert indicator which signals when a TSA screener has accessed your

bag. Retail prices range from \$7.49 to \$13.49. 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. Master Lock also offers a full-line of traditional locking devices designed for non-air travel. For more information please visit www.masterlocktsa.com or www.masterlock.com.

(Product photography and limited product 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 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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