



**FOR IMMEDIATE RELEASE**

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## **MASTER LOCK PREPARES STUDENTS FOR A SAFE AND SECURE SCHOOL YEAR**

### *Company's "Master Campus Challenge" Online Game and Contest Offers Back-to-School Sweepstakes and Recommended Security Solutions*

**MILWAUKEE, Wis., July 15, 2013** — Seventy percent of college students own a laptop and other electronics, including smart phones and iPads, which are the most commonly stolen items on college campuses. It is no wonder that more than half of American students and parents worry about the security of their belongings while at school\*. Master Lock is educating parents and students of common security threats and solutions through today's launch of a new interactive game, the "Master Campus Challenge." The game offers players a chance to win back-to-campus, high-tech prizes and discover a variety of Master Lock security products.

"With technology becoming central to school curriculums and more students bringing their devices to class, it is more important now than ever to educate students and parents on ways to help keep their investments secure," said Rebecca Smith, vice president, marketing for Master Lock. "Our interactive game features a new challenge each week that provides simple solutions for securing students' belongings all year long – no matter where they may be."

Beginning today through September 8, a new challenge awaits consumers each week on the Master Lock Facebook page [www.facebook.com/MasterLock](http://www.facebook.com/MasterLock) or [www.MasterCampusChallenge.com](http://www.MasterCampusChallenge.com) where visitors can earn points for a chance to win gift cards, the latest electronics – including a media center with HDTV and gaming console – Master Lock products and more. The game will change each week to feature a different animated lock in a unique campus location, and participants will be challenged to correctly identify the lock's code.

After deciphering the hint provided in the game and clues posted to the Master Lock Facebook page, players enter the code on a virtual lock. After successfully decoding each week's lock in the game, users will be notified if they are the daily instant winner. Consumers can play as many times as they wish and earn up to 12 points per day for entries toward the weekly sweepstakes and grand prize. The more a player participates, the more chances they have to win. Sweepstakes winners will be selected at random.

Consumers can also enter the promotion through the "#MasterCampusChallenge" contest by showing Master Lock how they master any security challenge. The social media contest, **#mastercampuschallenge**, invites visitors to snap a creative shot or video of their Master Lock product, and upload it through Instagram or Twitter for additional entry points into the "Master Campus Challenge" sweepstakes and a chance to win a digital SLR camera. The contest winner will ultimately be determined through a review by a panel of judges.

The "Master Campus Challenge" game features a variety of stylish, secure and innovative products to make students back-to-school savvy. Master Lock products help keep everything from electronic devices

to personal digital information safe and secure while en route to school, on campus or in class. Products include:

**1500eDBX dialSpeed™ Digital Combination Padlock** – Users can eliminate their fears of the forgotten combination with this high-tech digital lock, ideal for today’s gaming generation. In addition to storing multiple primary and guest codes, each lock is preprogrammed with a unique permanent Backup Master Code users can retrieve online from [www.MasterLockVault.com](http://www.MasterLockVault.com). The dialSpeed offers ultrafast entry, high security technology, a directional interface, easy-to-recall resettable personalized codes, and a light-up keypad for advanced, yet easy to use, operation. Its sleek, ergonomic design allows for one-handed, no-look operation. The dialSpeed Digital Combination Padlock comes in both white and black and is available at [masterlock.com](http://masterlock.com) for \$15.99.

**1590D Precision Dial™** – This set-your-own combination solution is ideal for students who are most comfortable with a rotary dial interface, but want to leave memorization for their math classes. This year, Precision Dial colors let students rock vibrant turquoise, red and purple shades on-trend with the fall 2013 PANTONE Fashion Color Report. The Precision Dial is also available in always-stylish black and retails for \$7.99.

**5900D SafeSpace™** – This portable personal safe provides students with protection for smart phones, cash, credit cards, keys, jewelry, cameras and more to keep valuables safe while socializing. The oval-shaped, foam-lined case features an integrated cable that can be securely anchored to a fixed object or used as a handle for convenient carrying. The SafeSpace is available in white, grey and pink and retails for \$19.99.

**2120D and 2120DWD Set-Your-Own Combination SafeSpace™ Laptop Computer Lock**– This trusted computer lock provides peace of mind for the college-bound kind. With one laptop stolen every 53 seconds\*\*, this type of protection is a must. Its strong, self-coiling cable, trusted dial locking mechanism and durable metal construction make the SafeSpace Laptop Computer Lock an ideal solution for any student seeking to help protect their valuable electronics, and it allows students to walk away from their laptops without their laptops “walking away” from them. It also offers users ultimate personalization with more than 10,000 numeric or alpha combination possibilities. Both the 2120D and 2120DWD SafeSpace Laptop Lock models retail for \$19.99.

**1500iD Speed Dial™ Set-Your-Own Combination Lock** – This lock is the ultimate, portable high-security combination lock solution. Its innovative design opens with a combination of directional movements, offering students speed and ease of use. It is also ideal for visually impaired students as users don’t need to see the lock to open it. The Speed Dial retails for \$8.99 and is available in red, blue, white, black, and a white with pink breast cancer awareness design.

**1535D and 1535DWD Set-Your-Own Combination Locks** – These are perfect for those students who prefer to create memorable combinations in the form of numbers or a word, initials or a favorite acronym. With more than 10,000 combinations, they are easy to set and reset and sport a slim, ergonomic form. Select styles are available in black or white with brightly colored dials and retail for \$7.99.

**Master Lock Vault** – Protecting the information students use online is just as important as securing valuables in a dorm room. The Master Lock Vault is a free digital safe deposit box offering convenient storage and industry-leading security. With just one password to unlock them all, students can utilize the Vault to store and retrieve user names, passwords, lock combinations, account information, and digital documents. They can even program important reminder notifications and enjoy 24/7 access via smart phone app or website, available at [www.MasterLockVault.com](http://www.MasterLockVault.com).

Locks can be purchased at a variety of retailers and e-tailers nationwide, with some models available through [www.MasterLock.com](http://www.MasterLock.com).

For more information about the sweepstakes and contest, additional safety tips, and other campus product recommendations, visit the Master Lock website at [www.MasterLock.com](http://www.MasterLock.com) or visit [www.MasterCampusChallenge.com](http://www.MasterCampusChallenge.com).

### **About the Sweepstakes**

NO PURCHASE NECESSARY. Entry into the Master Campus Challenge Promotion 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). Skill testing required for Canadian sweepstakes winners. Sweepstakes begins July 15, 2013 at 7:00:01 a.m. Central Daylight Time and ends September 8, 2013 at 11:59:59 p.m. CDT. Entrants can either access [www.mastercampuschallenge.com](http://www.mastercampuschallenge.com) or Master Lock's Facebook page at [www.facebook.com/MasterLock](http://www.facebook.com/MasterLock) and follow the on-screen instructions to enter. For complete rules, go to [www.mastercampuschallenge.com](http://www.mastercampuschallenge.com). 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 Facebook, Twitter or Instagram.

### **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).

\*Survey conducted by Survey Monkey from 3/12/13 – 3/14/13 based on data representative of a national U.S. census sample

\*\*According to a Gartner Group [Study](#)

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