



Contact: The Drucker Group
Bob Wolff
224-532-1808

For Immediate Release

Master Lock’s new electronic padlock and Multi-User Lock attract crowds at IHRSA

(MILWAUKEE, WIS.) – March 24, 2015 – The unveiling of the world’s first electronic portable padlock and a proven multiple user lock turned out to be a powerful 1-2 punch for Master Lock at the IHRSA International Convention and Tradeshow, held March 12-13 in Los Angeles. Show attendees crowded the Master Lock booth to see the Electronic Rolling Code padlock and mechanical Multi-User Built-in lock at the 34th annual event, exceeding all of the company’s expectations.

“It was our first time exhibiting at IHRSA and it was the most successful locker show that we have experienced,” remarked Kirstie Savinski, Marketing Services Coordinator for Master Lock. “Attendees were very intrigued with the Multi-User lock and its capabilities. Most were impressed to know this lock is purely mechanical, which means no battery replacement.

“Our preview of the Electronic Rolling Code portable padlock attracted a lot of attention. Many visitors said they are looking to upgrade their current system or are in the process of building a new system with their lockers. They thought this new portable padlock with rolling code capabilities was a solid, upscale electronic product to consider.”

The electronic Rolling Code portable padlock will be available for sale later this year. Made with a hardened boron shackle, it offers increased security and convenience and includes an anti-shim deadlocking mechanism. For added security, each lock is pre-programmed with a unique set of codes that can be changed to provide a new combination for each user.

The popular mechanical Multi-User Built-in lock is a greatly desired product at health and fitness facilities with high client turnover throughout the day. Clients can secure their belongings with their own personalized combination, which reduces staff involvement with time-



consuming locker management responsibilities. Three models are available and they fit on nearly every type of metal or wood locker. A supervisory key allows access to any locker if needed.

Master Lock conducted a “Roll & Win” Wii® Bowling Challenge in the booth and awarded a grand prize each day. Nash Anderson won a fitbit® Flex™ Activity Tracker and Marlon Ealy won Bose® SoundTrue™ In-Ear Headphones. For further story details, contact Bob Wolff with The Drucker Group (bob@druckergroup.com) at 224-532-1808.

About Master Lock Company

The Master Lock Company LLC is recognized around the world as the authentic, enduring name in padlocks and security products. Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end users. 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.