

**Master
Lock**



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OCTOBER REPRESENTS 'CRIME PREVENTION MONTH'; HOMEOWNERS REFLECT ON HOME SECURITY NEEDS BEFORE THE HOLIDAYS

*Master Lock NightWatch Deadbolt Protects Against Intruders, Even if they Have Your House Keys;
Also Presents Affordable Solution to New "Lock Bumping" Trend*

MILWAUKEE, WI – The summer months have expired, and as the month of October begins, the nation pauses to catch its breath before the hectic holiday season. In addition to being the month of Halloween and Columbus Day, October is also known as Crime Prevention Month, and homeowners are urged to closely examine new ways they can keep from being one of the 400,000 burglaries expected to occur nationally in the months of November and December.

"October is a month when many Americans begin to change their daily habits, whether in response to the changes in weather or simply as a reaction to wrapping up the year and beginning the next one anew," said John Heppner, President and CEO of Fortune Brands Storage and Security, including Master Lock Company L.L.C. "Master Lock recognizes October as Crime Prevention Month and a time for people to give new thought to things they do, or don't do, to protect their homes."

One habit for homeowners to consider changing is the way that they protect their house keys. According to a recent study completed by Master Lock, nearly two-thirds of American homeowners circulate their house keys outside of immediate family members. So, to maintain privacy and security from the contractors, cleaning staff, ex-partners and neighbors that have access to your keys, Master Lock has designed the NightWatch deadbolt.

The NightWatch deadbolt is the only deadbolt that can lock out intruders – even if they have your keys. It uses a special patent-pending locking mechanism to block out all keys when engaged, providing homeowners with an extra measure of security and peace of mind.

The NightWatch deadbolt also protects against the latest trend in "key bumping" break-ins, which affect nearly 95 percent of locks according to news reports. Lock bumping is a simple new lock picking technique that has spread across the U.S. through simple tools and resources available on the Internet.



To activate NightWatch, owners simply lock the deadbolt as they would a standard deadbolt, then depress a safety button and pull the deadbolt lever towards them. This simple motion locks the deadbolt into NightWatch mode, so no keys can disengage the lock.

The NightWatch deadbolt fits all doors and replaces any brand of deadbolt, and can be installed in about 15 minutes with just a Phillips screwdriver.

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More than 60 percent of all burglaries in 2004 involved forcible entry, which includes unlawful use of master keys, unauthorized keys – stolen, lost or copied keys – and lock picks, according to the FBI's Uniform Crime Reporting Handbook.

If you're home for the holidays this year, Master Lock encourages you to engage NightWatch deadbolts on your entry doors at nighttime for an added level of home security. And, if you're traveling to visit friends and family this year, you can engage the NightWatch deadbolts on your entry doors and then exit through the garage to ensure that persons who may have copies of your house keys will not be able to enter your home while you're away.



Simple Steps to Protect Your Home

Master Lock recommends the following security tips to protect your home and ensure that the wrong person doesn't open up your holiday gifts this year.

- ✓ Install a Master Lock NightWatch deadbolt on all entry doors. A burglar with the keys to your home has all he needs to begin his holiday shopping, at your expense.
- ✓ Keep elaborate decorations and gifts out of public display. It's easy to want to show off glittering decorations or presents through the window, but this provides a visual temptation for would-be burglars.
- ✓ Don't leave empty gift boxes from your new computer, flat-screen TV or DVD player on the curb, as burglars appreciate knowing what expensive gifts are inside the house. Break down the boxes and place in large garbage bags to conceal the items. Better yet, take boxes to a recycling center.
- ✓ When traveling, don't let the whole world know. Make sure to have neighbors pick up the mail, newspapers or advertising flyers, and instead of leaving the lights on, trick burglars by using an automatic light timer. Never say you're not home on outgoing telephone answering machine/voicemail messages.
- ✓ Make sure all doors and windows are tightly locked, every time you leave the house and when you are at home.

For more information on Master Lock door hardware products and home security tips, visit www.masterdoorlock.com or www.masterlock.com.

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's Door Hardware Group brings industry-leading innovation and the recognized qualities of strength and security to the category of entry and interior doors. Its products can be found at key retailers and commercial distributors nationwide by visiting <http://www.masterdoorlock.com> and are sold by trusted e-tailers worldwide.

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