

## IRWIN Tools Teams with Driver Doug Herbert in Charlotte NHRA Events

### Likeable Local Veteran to Sport IRWIN's Blue and Yellow Colors during Two Race Weekends

**HUNTERSVILLE, N.C. March 25, 2010** — IRWIN® Tools, a world-class manufacturer and marketer of a broad line of professional hand tools and power tool accessories, today announced it will be the primary sponsor of veteran Top Fuel driver Doug Herbert for 2010 National Hot Rod Association (NHRA) races taking place at zMax Dragway, just outside of Charlotte, NC.

Herbert, a fan and media favorite, will first showcase the famous blue and yellow colors of IRWIN Tools on his "Top Fuel" dragster this weekend during the inaugural NHRA 4-Wide Nationals. He will return to zMax behind the wheel of the 8,000 horsepower IRWIN car during the NHRA Carolina Nationals taking place September 16-19, 2010.

IRWIN Tools has built a reputation for best-in-class products through a relentless dedication to identifying the needs of professional tradesmen on the job. From a strategic marketing and event sponsorship standpoint, the NHRA is very attractive for the IRWIN HANSON® brand of Taps, Dies, and Extractors, which are primarily targeted at automotive technicians and car enthusiasts. Research indicates that an extremely high percentage of NHRA fans are employed in trade professions, and many perform automotive repair and maintenance, both personally and professionally. The high frequency of tool users in the NHRA fan base, combined with IRWIN's passionate focus on honoring the significant contributions of those who use their hands to build and maintain the world around us, make the partnership between IRWIN and the NHRA a natural fit. This will be the first NHRA sponsorship for IRWIN, which has been a mainstay in the world of NASCAR since 2003.

"Our team is really excited to kick off this program with IRWIN Tools," said Herbert, a 10-time winner in the NHRA. "This is IRWIN's first venture into NHRA, so we want to make them proud. IRWIN has a great history of winning in motorsports, so our hope is to continue that tradition. IRWIN's tools are simply the best, and I am proud to be going to zMax Dragway this weekend to fight for the win with the IRWIN colors on our dragster."

Herbert, who qualified third for last year's Carolina Nationals, has raced Top Fuel in the NHRA since 1991, and has been in 27 career final rounds and captured 10 victories. He is also the founder of B.R.A.K.E.S., a non-profit organization he started in honor of his two sons who were killed in a tragic automobile accident in January of 2008. The charity works to educate teenage drivers and their parents about the importance of safe and responsible driving.

The NHRA, which was founded in 1951, is one of the most popular forms of motorsports, reaching millions of fans each year. The 23-event NHRA Full Throttle Drag Racing Series allows fans to get up-close and personal with the drivers and teams, which is something you don't see in other avenues of motorsports.

"The fan access to the drivers and pit crews in the NHRA is very unique, especially in comparison to other professional sports," said Neil Eibeler, president of IRWIN Tools. "We are thrilled to be able to offer this racing experience with driver Doug Herbert to the professional tradesmen who need tools that work as hard as they do, and depend on our tools to stand up on the job. Doug is a wonderful ambassador for the IRWIN brand."

#### About IRWIN Tools

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com).

#### About IRWIN HANSON

IRWIN® HANSON® has been manufacturing High Carbon Steel threading tools for over 100 years, and has long been a trusted brand with a strong professional user base. With the recent introduction of the Performance Threading System™, IRWIN brought one of the only innovations to the tap and die category in the past century. While continuing to provide the high thread quality that professionals expect and trust from the IRWIN HANSON brand, the Performance Threading System includes revolutionary threading tools that are easier to use than ever before, with self-aligning taps and dies, and drive tools that require less tools when threading. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com).

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