

Expanded Variety of IRWIN VISE-GRIP GROOVELOCK Pliers Provides Optimal Versatility, 2X Speed and Unmatched Strength

New Straight and Smooth Jaw Designs Added to Best-In-Class V-Jaws

Huntersville, N.C. [August 2, 2010]— Because having the right tool for the job is every tradesman's demand, IRWIN® Tools is introducing two new jaw configurations to its line of best-in-class IRWIN VISE-GRIP® GrooveLock Pliers. The new jaw designs—perfect for plumbers, electricians, auto mechanics, and maintenance and repair professionals—include Smooth Jaws and Straight Jaws that feature GrooveLock's patented press-and-slide-button technology. This "magic button" feature, first introduced on GrooveLock's V-Jaws, adjusts the lower jaw two times faster than any other adjustable tongue-and-groove pliers, providing unmatched speed and precision-adjustability on the job.

Tradesmen just press the button, slide the jaw to the desired position, and release for an absolutely precise tool-to-work-piece fit. "There's no more trial-and-error to find the right position of the tool's jaws," said Curt Weber, Director of Marketing for IRWIN Tools. "For added convenience, tradesmen can simply ratchet the jaws tightly to the work-piece by pushing the GrooveLock's handle up from the open position. It's a faster, easier, stronger technology solution for today's workplace demands," Weber emphasized. "One set of VISE-GRIP GrooveLock pliers can effectively replace several other tools."

Additional State-of-the-Art Features Provide Power, Ease-of-use and Comfort On Every Pair of IRWIN VISE-GRIP GrooveLock Pliers

- Right angle teeth grip in all directions for maximum bite.
- Anti-Pinch ProTouch™ Grips provide extra comfort, reduce hand fatigue, and prevent workers from pinching palms and fingers.
- Multi-Groove Ratcheting System yields twice the groove positions of traditional groove-joint pliers for precision, adjustability and stronger gripping.
- The GrooveLock all-purpose jaws adjust to grip flat, round, hex and square surfaces, making this tool ideal for any number of plumbing, electrical and automotive applications.

The IRWIN VISE-GRIP GrooveLock line of pliers includes lengths from 6-inch, 8-inch, 10-inch, 12-inch, up to 20-inches. Jaw capacity sizes range from 1-1/8" to 6". GrooveLock pliers can be found at home centers, hardware stores and industrial tool distributors throughout the U.S. and Canada. The suggested retail price of the 6", 8", 10" and 12" GrooveLock pliers ranges from \$10.99 to \$19.99. The suggested retail price for the 16" GrooveLock is \$34.99 and the 20" is \$44.99.

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[Note to Media: To receive product samples of the new IRWIN VISE-GRIP GrooveLock Pliers for testing and editorial review, please contact Robin Blackwood at the e-mail address below.]

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-boring 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.

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