

Continued Innovation Provides Longer Life and Increased Durability for IRWIN SPEEDBOR Wood Drilling Flat Bits

Thicker Cutting Edge and Larger Shank Added to Best-In-Class Flat Bits

HUNTERSVILLE, N.C. October 18, 2010 — As professional tradesmen continually seek power tool accessories that not only stand up on the job, but also help them do their jobs better and faster, IRWIN® Tools today announces the introduction of the next generation of best-in-class **IRWIN SPEEDBOR® wood drilling flat bits**, that have a **40% thicker cutting edge** and **25% larger shank**, providing longer drilling life and added durability.

IRWIN SPEEDBOR invented the flat bit in 1968, and has never lost momentum with meaningful innovation. Continuously adding features that exceed the needs of professional tradesmen on the job, product enhancements throughout the years have ensured a continued market leadership position. And now, the most popular flat bit in the market is even better. Carpenters, plumbers and electricians won't be disappointed with this latest innovation.

IRWIN SPEEDBOR flat bits still maintain the phenomenal speed and hole quality professional tradesmen have come to expect. The patented BLUE-GROOVE point and cutting edge, first introduced in 2006, provides fast chip removal and quickly cuts through wood. Double cutting spurs scribe the outside of the hole, reducing breakout, and ensuring clean, true holes. Plus, these extremely durable bits have a 1/4" quick-change shank that is compatible with all standard drills and 1/4" chucks, including impact drills.

"We've got a long history in the spade bit category," says Jon Schlosser, Director of Marketing for IRWIN SPEEDBOR. "We believe we make the best flat bits on the planet. But we know we can never stop listening to the tradesmen who use our products. We're extremely disciplined with our focus on consumer insights. And we continue to invest in developing and enhancing our products to better meet the evolving needs of tradesmen everywhere."

"This latest innovation to our flat bits was driven by extensive research into user preferences," continues Schlosser. "Users continuously ask for longer life and durability. We've greatly improved the durability of the cutting edge, and we've extended drilling life exponentially, while of course maintaining the speed and excellent hole quality that users expect when they buy an IRWIN SPEEDBOR flat bit."

The latest IRWIN SPEEDBOR flat bits are available in a short 4-inch length for accessibility in tight spaces, a standard 6-inch length, and an extra-long 16-inch length for extended reach. They're available in a full range of diameters, so there's a bit that's perfect for drilling any size hole. IRWIN SPEEDBOR flat bits can be found at home centers, hardware stores, and industrial tool distributors throughout the U.S. and Canada. The suggested retail price of 4-inch and 6-inch flat bits ranges from \$2.99 to \$6.99, and 16-inch ranges from \$8.99 to \$13.99.

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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