

IRWIN Tools to Ring the New York Stock Exchange Opening Bell on Sept. 1, 2011 in Honor of National Tradesmen Day

IRWIN Tools Executives to Visit Wall Street to Show their Support for America's Tradesmen

HUNTERSVILLE, N.C. (August 22, 2011)- IRWIN® Tools, a brand of Newell Rubbermaid, Inc. (NYSE: NWL), and a global manufacturer and marketer of a broad line of professional-grade hand tools and power tool accessories, has invited tradesmen to ring THE OPENING BELLSM at the New York Stock Exchange on Sept. 1, 2011. IRWIN Tools selected this specific date to ring THE OPENING BELL as excitement builds for National Tradesman Day on Sept. 16, 2011 — the inaugural national day of recognition to salute and honor 'The Hands that Build America and Keep it Running Strong.'

IRWIN Tools named the third Friday in September as National Tradesmen Day to recognize and celebrate the contributions professional tradesmen make to keep America productive and running strong.

"America's tradesmen build our homes, roads, businesses, and schools. They keep our cars running, our lights on, our water flowing, and so much more," said Ross Porter, President of IRWIN Tools. "Too often, we forget how underappreciated these skilled professionals are, so IRWIN is committed to raising awareness and changing the way we view their contributions to our society."

For more information about National Tradesmen Day, visit www.nationaltradesmenday.com.

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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. IRWIN invites the nation to celebrate **National Tradesmen Day, on Friday, Sept. 16, 2011**.

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