IRWIN Tools Honors America's Tradesmen with THE OPENING BELL Ceremony at the New York Stock Exchange

Wall Street Event is Prelude to Inaugural "National Tradesmen Day" on September 16

HUNTERSVILLE, N.C. (Sept. 1, 2011) - America's tradesmen were the honored guests on Wall Street today during the ringing of THE OPENING BELLSM at the New York Stock Exchange, thanks to IRWIN® Tools, who showcased "The Hands that Build America." 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, opened the world's largest financial marketplace by paying tribute to the men and women who build our homes, our roads and our schools, and who keep America productive and running strong.

The NYSE event was a prelude to "National Tradesmen Day," slated for Sept. 16, 2011, the beginning of an annual day of recognition for America's professional tradesmen. This year's inaugural event will celebrate the role of tradesmen in events across the country, with cookouts at local jobsites and recognition at retail locations and schools. Individuals are encouraged to say 'thanks' to a tradesman who has touched their lives in an important way.

According to Ross Porter, President of IRWIN Tools, "Tradesmen aren't typically the focus of the Stock Exchange, yet they are a vital part of our lives every day. That's why we invited several tradesmen to be a part of the notable tradition that opens the U.S. trading markets. If we don't have a strong work force, America can't function and thrive as it has for the last 200-plus years. We applaud what these skilled men and women contribute, often without the thanks that they deserve."

Among the honored tradesmen at today's ceremony was Delwyn Thornton of Brandon, Mississippi—the North American Champion of the 2010 IRWIN Tools Ultimate Tradesman Challenge. In ringing the opening bell, Delwyn stood shoulder-to-shoulder with tradesmen from across the nation, as well as leaders of IRWIN Tools.

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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