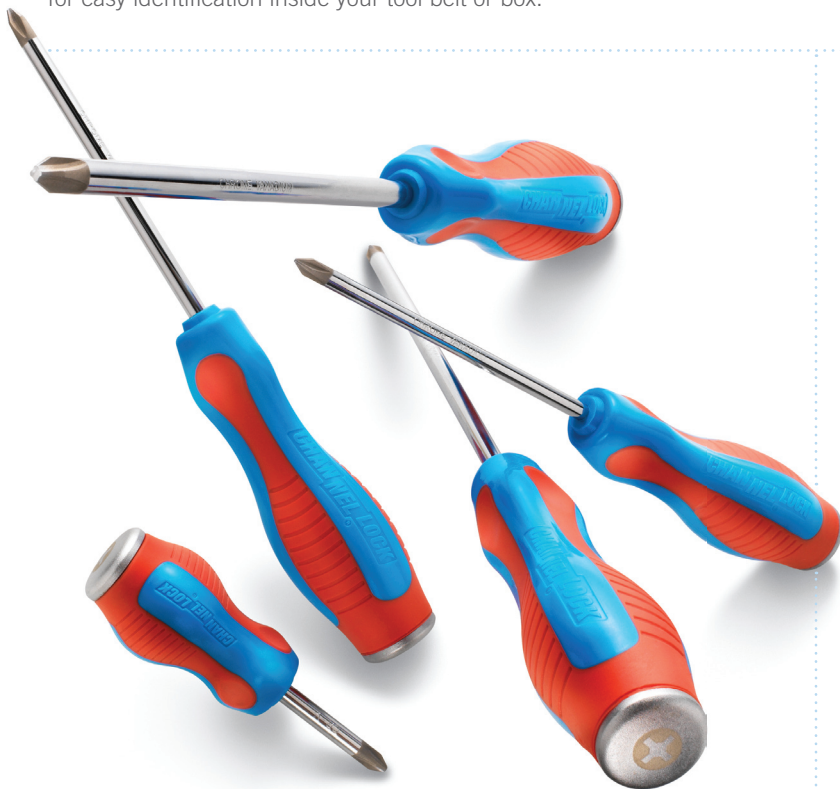


FIRST LOOK: CHANNELLOCK® SCREWDRIVERS AND NUTDRIVERS HIT THE MARKET.

Looking for the newest CHANNELLOCK® tool on the market?
Here's a hint: it's not a pair of pliers.

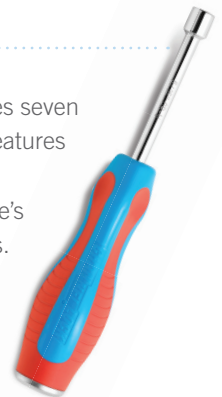
In hardware stores across the country, our new and improved CODE BLUE® screwdrivers and nutdrivers are now on the shelves and ready to go to work for you. Our screwdrivers and nutdrivers come with CODE BLUE® comfort grips for ease in operation and laser-etched steel caps for easy identification inside your tool belt or box.



The enhanced **screwdriver** line features seven slotted and five Phillips screwdrivers. Each screwdriver is equipped with a magnetic tip, high-torque, three-sided grip and Go-Thru steel blade. A multi-bit screwdriver with #1 and #2 Phillips bits, 5/16" and 1/4"

slotted bits, and 3/16" and 1/4" nutdriver bits is also part of the new line.

Our new and improved **nutdriver** line includes seven nutdrivers with full hollow shafts. Each tool features high-torque, three-sided grips, making them comprehensive, high-quality additions to anyone's toolbox, from industry professionals to DIYers. The new CODE BLUE® nutdrivers are available individually or as a seven-piece set.



AMERICAN BLUE™ NOW COMES IN "GREEN" TOO.

Here's how to opt-in for our electronic newsletter.

We're working to find ways to conserve at CHANNELLOCK®, and distributing American Blue™ electronically saves both natural and human resources. Future issues of American Blue™ can be sent directly to your BlackBerry®, iPhone or inbox – all you have to do is visit www.channellock.com to sign up.

Our e-newsletter is a great way to get CHANNELLOCK® news and offers sooner on your desktop, laptop or mobile device. Each issue has a quick link that makes it easy to pass along your copy of American Blue™ to a friend or co-worker.

**CHAN NEL LOCK****AMERICAN BLUE™**

NEWS FROM CHANNELLOCK OF MEADVILLE, PENNSYLVANIA • MARCH 2009

NEW RESPONSIBILITIES FOR A FAMILIAR FACE.

Ryan DeArment named director of marketing.



Ryan W. DeArment has been named director of marketing for Channellock, Inc. Most recently, DeArment served as special projects manager and director of national accounts for the 122-year-old hand tool manufacturer. In addition to overseeing national accounts, DeArment will now have worldwide responsibility for the marketing of CHANNELLOCK® products and the continuing development of the CHANNELLOCK® brand name.

“We are pleased to announce the well-deserved promotion of Ryan DeArment,” stated Bill DeArment, president and CEO. “He has a proven commitment to the brand and demonstrated marketing experience which will be strong assets as he expands his role at Channellock.”

BLUE NOTES

This is American Blue™, our quarterly newsletter. If you have a story idea you'd like to see in American Blue™, please submit it to:

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