

## IN THIS ISSUE...



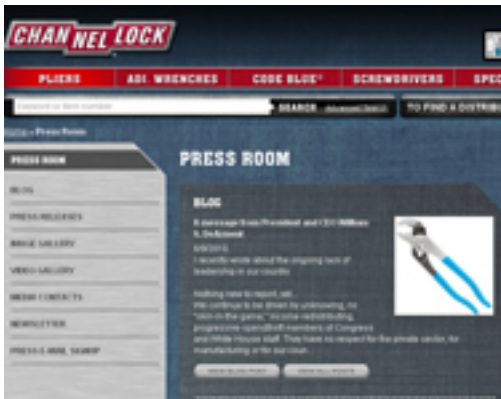
### Introducing: THE NEW CHANNELLOCK.COM.

Are you ready for an enhanced CHANNELLOCK® experience?

The newly redesigned Channellock.com is packed with the latest product information, company news, tool tips, photos and videos, offering CHANNELLOCK® fans a better-than-ever interactive experience.

"The redesigned site provides a more user-friendly experience for our customers and makes it easier for them to find the tools they need, take advantage of current promotions and learn about our latest tools," notes Ryan DeArment, Vice President of Sales and Marketing at Channellock, Inc. "We strive to set the industry standard for quality in everything that we do, whether that's manufacturing pliers or providing our customers with a rich online experience."

[See more for yourself at www.channellock.com](http://www.channellock.com)



### FIND THE LATEST NEWS IN THE CHANNELLOCK® PRESS ROOM.

Keeping up with CHANNELLOCK® is now easier than ever!

The updated press room isn't just for reporters anymore. Media and consumers alike are encouraged to discover the site's new features that better connect online audiences with the iconic American brand. With the redesigned press room, fans can check out the latest company news, hear from company leaders and find product images and videos in just a few simple clicks.

The press room is filled with many new interactive features allowing fans to communicate with each other and with the CHANNELLOCK® team itself. Fans can now comment on Blue Board posts, follow CHANNELLOCK® on Twitter, see Facebook posts and even submit questions about the company and its products.

"We have three goals for the new press room: to consistently offer fresh, new material to our fans; to provide fans with a direct line of communication to Channellock; and to be a leading resource in the industry for hand tool information," said Michele King, communications and training manager. "Channellock fans are the most valuable piece of our business, so please stop by often. We'd love to hear from you!"

[Visit the Press Room at www.channellock.com/pressroom.](http://www.channellock.com/pressroom)

## BLUE NOTES

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

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