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FOR IMMEDIATE RELEASE:

**CHANNELLOCK® KICKS OFF ULTIMATE FOOTBALL CHALLENGE
Hand Tool Manufacturer Celebrates Football Season With Tool Giveaway**

MEADVILLE, Pa. — July 31, 2008 — With football season right around the corner, Channellock Inc., a global leader in the design and manufacture of quality hand tools, is helping kick off this American tradition with the “CHANNELLOCK® Football Challenge” sweepstakes.

The sweepstakes, running for 22 consecutive weeks, begins August 4, 2008 and ends January 4, 2009. With a new contest every two weeks, football fans must re-enter every other week to have 11 chances to play and win one of 11 CHANNELLOCK® tool rolls. The five-piece tool rolls include a 10-inch tongue-and-groove plier, 6.5-inch tongue-and-groove plier, 7-inch diagonal cutting plier, 7-inch end cutter and an 8-inch long-nose plier with side cutter. To enter the sweepstakes, contestants must visit www.channellocksweepstakes.com.

Entering the sweepstakes is simple and fun. Contestants must first answer three football and Channellock-related trivia questions before they can be entered into a drawing to win one of the 11 CHANNELLOCK® tool rolls, the perfect addition to any DIYer’s toolbox. The approximate retail value of each prize is \$100. Football fans can also test their knowledge against friends and family using the Web site’s buddy referral system.

“We received an overwhelming response from the ‘Red, White, and CHANNELLOCK® Blue’ sweepstakes this past spring,” said Scott Jonap, vice president of sales and marketing for Channellock. “We’re excited to present a second sweepstakes opportunity, one that unites two great American traditions – football and Channellock hand tools.”



Five-piece tool roll

-more-

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About Channellock

Founded in 1886, Channellock, Inc. is a worldwide leader in the manufacture of high-quality pliers and assorted hand tools. For more information on CHANNELLOCK® products, rich history, sales contacts and current news, visit CHANNELLOCK at www.channellock.com.

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