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**AMEROCK® CABINET HARDWARE CELEBRATES
80 YEARS OF STYLISH INNOVATIONS**

From Small Beginnings to Big Impact, Amerock Launches More Than 330 New Products

HUNTERSVILLE, NC – April 2009 – In the early 1900s, 16-year-old Reuben A. Aldeen first ventured from Sweden to the United States with \$25 in his pocket and high aspirations for prosperity. By 1929, he and his brother, Gedor, had founded Amerock, which soon began its rich heritage by introducing designers and homeowners across the country to the concept of matching decorative hardware for cabinet knobs, pulls and hinges. Eighty years later, Amerock is celebrating its rich history as an innovator and style partner in the decorative hardware industry with its largest launch to date, including five new trend collections and more than 330 new products.

Understanding that even the smallest details can make a dramatic impact, Amerock continues to offer the largest and broadest variety of decorative hardware styles, sizes and finishes and remains focused on helping designers and homeowners achieve the ideal balance of coordination and customization in the home.

Small Beginnings to Big Impact - 80 Years of Amerock Innovations

After entering the country and spending three days in a holding tank at Ellis Island, Aldeen worked numerous factory jobs for years until co-founding the Aldeen Manufacturing Company with his brother. The Aldeen's principles of hard work and ingenuity led to the evolution of Amerock and still guide the company today. In the 1930s the company name changed to The American Cabinet Hardware Company of Rockford and a decade later to Amerock. Surviving the

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Great Depression, World War II, and countless financial challenges, both men forged a company that today is part of the Newell Rubbermaid family of companies. With milestones including patenting the first self-closing cabinet door hinge as well as kitchen storage and convenience accessory program, Amerock quickly established itself as a one-stop-shop in decorative and functional cabinet hardware, helping designers and homeowners to achieve the unique look they desire.

"Certainly much about Amerock has evolved over these past eight decades, but we continue to aspire to the values that our founders instilled, believing this heritage and our vision for the future give us great reason for optimism," states Amerock Vice President and General Manager, Stephen Smith. "We are looking forward to many great things in 2009, and continue to gather inspiration from the world around us, infusing that sense of renewal into our design philosophy."

Today's Standard in Kitchen Design

In today's challenging economy, many homeowners are spending more time at home. In fact, nearly 43 percent of homeowners say that they eat-in more often than they did a year ago. Homeowners are also choosing to invest in their current properties, as opposed to moving into a new home¹. Many homeowners are focusing these efforts on the customization of their kitchens, especially since the kitchen continues to increase in popularity as the social center of every home². Amerock's newest introductions provide numerous affordable opportunities for homeowners to personalize and enhance the appearance of their kitchen while increasing the functionality within the space.

"Unique is the new standard in kitchen design, and switching out cabinet hardware is the quickest, most affordable way to refresh and personalize the kitchen," said Amerock Director of Marketing Communications, Jackie Paulsen. "Now more than ever, in this economy, designers and

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¹ Research Institute for Cooking & Kitchen Intelligence's 2008 "Remodelers 360: Trend Report"

² Kitchen & Bath Design News' September 2008 Product News Report, "Flash and Function"

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consumers are looking for small and affordable changes that make a big impact, and Amerock's offering of decorative hardware makes it completely feasible to transform the look, feel and functionality of the kitchen while staying on trend and on budget."

Small to Tall - Amerock Has It All

Whether designed to hold items ranging from cookbooks, to pots, pans and even appliances, today's kitchen cabinets, drawers and doors are sized to accommodate the needs of each homeowner. The shape, size and scale of the knob or pull should be as distinctive as the surface itself, while increasing the functionality of the cabinetry. In an effort to provide homeowners with a wide range of purposeful, yet stylish solutions, Amerock increased the breadth of sizes on all its new and most popular decorative hardware collections. The new Amerock sizing applies to more than 130 existing items and includes standard sized knobs, oversized knobs, as well as pulls from three inches to 160mm and even appliance hardware from eight inches to 18 inches.

Reinventing The Bronze Age

Building on the continued success of its Oil Rubbed Bronze finish and the growing popularity of bronze lighting, appliances and accessories in the marketplace, Amerock is now offering three new decorative hardware interpretations of bronze – Gilded, Dark Oiled and Black. The new Gilded Bronze is a beautiful warm, golden finish designed to coordinate with the latest designs in kitchen plumbing fixtures, cabinets, appliances, lighting designs and color palettes. The Dark Oiled Bronze boasts a deeper, richer finish which pairs well with premium, high-end fixtures and hardware, while the Black Bronze intrigues with a strong masculine finish. Amerock has also extended its most popular finishes, such as Graphite and Satin Nickel to several best-selling collections. Not only does Amerock have one of the largest offerings of quality hardware finishes in the industry, all finishes are also guaranteed for the life of the home.

Stylish Solutions from Subtle to Sumptuous

With a nod to the elegant and inviting traditional, the clean lines of contemporary, a simple yet sophisticated transitional or anything-goes eclectic, Amerock has introduced a variety of styles suitable for refreshing any kitchen's decor.

- **Revitalize** – With a renewed interest in classic design elements, the Revitalize collection from Amerock focuses on function and a revived spirit of new traditionalism. A harmonious medley of design elements and styles, Revitalize enables creative expression with three coordinating knobs, 12 unique sizes and three distinct finishes including the new Gilded Bronze.
MSRP: \$3.99 (knobs) and \$4.99 - \$129.99 (pulls)
- **Riva** – Emphasizing the beauty of a straight line, Riva boasts minimally adorned surfaces and brings a dramatic look to the crisply tailored modern home. Bold contrasts in materials and colors, exotic veneers and long unbroken lines blend contemporary indulgences with a touch of formal elegance to create this urban-inspired style. With eight sizes and two finishes the Riva collection creates a minimalist appearance achieved through stand-out design.
MSRP: \$3.69 (knobs) and \$4.19 - \$129.99 (pulls)
- **Highland Ridge** – Cottage-chic gets a New England twist with Amerock's Highland Ridge collection. Period-accurate touches such as cabinet latches add quality, refined beauty and function; elements such oversized backplates, and exposed screws on the cup pull and latches create a sense of contemporary class. Twelve sizes and three finishes including the new Dark Oiled Bronze offer casual opulence with lasting character and charm.
MSRP: \$7.50 (knobs) and \$8.50 - \$149.99 (pulls)
- **Blackrock** – The sleek simplicity of the new eclectic Blackrock collection boasts standard and oversized knobs in round and square forms. The collection also features a new pendant knob with a unique patented design quality-engineered to stop before hitting your cabinet, preventing surface damage. With 12 unique sizes and three distinct finishes including the new Black Bronze, Blackrock fits comfortably in any kitchen from a utilitarian galley to a contemporary cottage. *MSRP: \$3.97 (knobs) and \$4.97 - \$130.47 (pulls)*
- **Allison Value Hardware™** – Expanding the depth and breadth of the Allison Value Hardware collection, Amerock has introduced a new product assortment of 36 new skus. The Allison Value Hardware collection offers a variety of designs and finishes, providing great style at an affordable price. *MSRP: \$3.20 (knobs) and \$4.20 - \$105.20 (pulls)*

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In addition to the kitchen, Amerock's new product offerings can be used to achieve a unique look in bathrooms and other rooms throughout the house.

"To kick off our 80th anniversary, we've launched a project called Tidalwave, which is literally a tidal wave of new relevant styles, sizes and finishes inspired by industry needs and trends to accommodate homeowners' wide array of fashion and functional needs," said Claire Parrish, Amerock Marketing Product Manager. "Creating a custom look is all about getting what you want, and whether homeowners are inspired to match hardware down to their fixtures and appliances or mix it up with a unique hardware finish or style to add an eclectic punch, Amerock's expanded style offerings provide an ideal solution."

Amerock markets decorative hardware solutions that inspire, coordinate and help express personal style. For the kitchen, bathroom and the rest of the home, with a variety of finishes and designs for all decorating tastes, Amerock is the ultimate, time-tested source for hardware needs. Founded in 1929, Amerock is headquartered in Huntersville, N.C. with a distribution facility in Freeport, Illinois. Amerock markets products in three categories: decorative hardware, functional hardware and bath decorative hardware accessories. For additional information on the company, visit the company website at www.amerock.com or call (800) 435-6959. For media inquiries, contact Mandy Meszaros at (312) 946-6004 or e-mail at mmeszaros@msinet.com.

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