

PRESS RELEASE

CONTACT

Marta Nova, Corporate Marketing
336-771-6934
mnova@libertyhardware.com

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**2005 Masco New Product Innovation Award-
“Liberty Hardware receives Masco Innovation Award”**

Liberty was part of a six company team that won the gold level Masco Innovation award in June. Working together, Liberty, Brass Craft, Delta Faucet Company, American Shower & Bath, Alsons and Zenith Products created a category management solution for Canadian Tire, a Masco customer. The program they put in place included a comprehensive coordination of logistics, imports, exports, distribution centers, store support, set-up and pricing, inventory forecasting and replenishment for the bathscapes product line.

Not only was the project a collaboration between companies; it was also a collaboration between departments. Sales, Marketing, Forecasting, Planning and Supply Chain Management all worked on the project. “Bathscapes was placed in over 450 stores,” said Greg Furdas, senior director of marketing. “Because we’re bringing integrated products together in the stores, we needed away for the customer to easily handle the process. This isn’t the first time Liberty has won the Innovation award, but it is the first time we’ve won it for working as a team with other Masco divisions. It means that Masco recognizes the effort put forth by Liberty and others to really drive the business!”

