



For Immediate Release

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**LUFKIN ANNOUNCES NEW 600 SERIES POWER TAPES WITH
SUPERIOR DURABILITY**

SPARKS, MD (March 8, 2011)—Lufkin, a premium tool brand from Apex Tool Group, today announced the launch of the new HI-VIZ® 600 Series Power Tapes for professional and do-it-yourself projects. The 600 Series Power Tapes offer superior durability and a full-length blade coating for long-lasting markings. A double-riveted end hook with steel reinforcement ensures the tapes' longevity.

“The new 600 Series Power Tapes are dependable and cost efficient for pros and DIY enthusiasts alike,” said Randi Ligon, product manager for Lufkin. “A variety of sizes meet diverse needs and make Lufkin tapes the go-to tape measure in the toolbox and on the tool belt.”

The new 600 Series Power Tapes are available nationwide at retail in three lengths including 10-feet, 16-feet and 25-feet. All tape measures are available in both English and English/Metric. Additionally, the 25-foot tape is available in self-centering and quick read vertical options. Prices for the 600 Series Power Tapes range from \$6.99 to \$8.99 depending on length.

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About Lufkin

Lufkin is a premier measuring products brand from Apex Tool Group, one of the largest hand tool manufacturers in the world. Tough Lufkin® tapes and rules have been providing precise measurements for professionals and do-it-yourselfers for over 100 years. Today, tough “Hi-Viz Orange” Lufkin retractable tapes are recognized the world over. Whatever the measuring job, those who know reach for Lufkin. Additional information about Lufkin products is available online at www.apexhandtools.com.

About Apex Tool Group, LLC:

Apex Tool Group, LLC , based in Sparks, MD, is one of the largest worldwide producers of industrial hand and power tools, tool storage, drill chucks, chain, and electronic soldering products. Directly and through its subsidiaries, Apex serves a multitude of global markets, including automotive, aerospace, electronics, energy, hardware, industrial, and consumer retail. Apex markets its portfolio of diverse products under its own brand names in addition to being the principal manufacturer for several key private label products for certain retailers for many years. Additional information about Apex Tool Group is available at www.apextoolgroup.com.

Note to Editors: High-resolution product photography is available. Please contact Danielle Davis at ddavis@roseomm.com.