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**FOR IMMEDIATE RELEASE**

**SCHLAGE HONORED AS ONE OF AMERICA'S GREATEST BRANDS**

*Prestigious American Brands Council recognizes iconic lock brand in 2010 edition of the book America's Greatest Brands*

**CARMEL, IN, May 6, 2010** – The American Brands Council, a distinguished group of independent advertising, marketing and communications professionals, has selected Schlage for inclusion in the 2010 edition of *America's Greatest Brands*, which pays tribute to the strongest brands in the country every year. The book is scheduled to be published in September.

In judging a brand's worthiness, the Council considers a number of factors, including: brand quality, resilience and longevity, market leadership and dominance, customer loyalty and social responsibility. But what defines the essence of a great brand? Michael Capiroso, Council member and former Chief Marketing Officer for Nike subsidiary Cole Haan, explains it this way: "When we connect to a great brand, we have a visceral reaction. We feel an intrinsic, emotional link. We want to own it. We want to experience it again and again."

The chapter devoted to Schlage traces the company's 90-year history—from the first push-button lock (patented in 1921) to the Schlage LiNK wireless remote entry and home-management system introduced in 2009—and highlights recent achievements such as the *Consumers Digest* Best Buy rating for the BE365 keypad deadbolt and the CES 2010 Design and Engineering Award



bestowed upon Schlage LiNK. A section on Brand Values explores the deeper meaning of Schlage's tag line, "Real Security Sets You Free," which stems from the company's core value and belief that everyone should be free to enjoy the best things in life.

"We are profoundly honored that the American Brand Council has recognized Schlage as one of our country's greatest brands along with the likes of Walmart, Coca-Cola, Staples, MLB and Crayola," said John Evans, Vice President, Marketing and Product Management, Residential Solutions for Ingersoll Rand, the parent company of Schlage. "The value of any brand is fundamentally defined by how it connects with consumers and we strive to bolster a connection built upon trust in everything we do."

For more information on *America's Greatest Brands* and the American Brands Council, visit [www.americasgreatestbrands.com](http://www.americasgreatestbrands.com). For information about Schlage products, visit [www.schlage.com](http://www.schlage.com).

#### **About Schlage and Ingersoll Rand Residential Solutions**

Schlage is the leader in security devices, trusted for 90 years, spanning both the commercial and residential markets. Commercial grade quality is built into every Schlage® product. The brand is on the forefront of developing cutting-edge technology and innovation such as wireless security products and biometrics, among others. Ingersoll Rand Residential Solutions, a business comprised of well-known brands like Schlage® and Trane®, delivers safety, comfort and efficiency to homeowners throughout North America. Our quality products, services and solutions include mechanical and electronic locks, heating and air conditioning systems, indoor air quality solutions, advanced controls, portable security systems and remote home management. For more information please visit [www.ingersollrand.com](http://www.ingersollrand.com), [www.schlage.com](http://www.schlage.com), or [www.trane.com](http://www.trane.com).

#### **About Ingersoll Rand**

Ingersoll Rand is a global diversified industrial firm providing products, services and solutions to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and enhance industrial productivity and efficiency. Driven by a 100-year-old tradition of technological innovation, we enable companies and their customers to create progress. For more information, visit [www.ingersollrand.com](http://www.ingersollrand.com).

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