

**HILLMAN GROUP CAPITAL TRUST ANNOUNCES CASH DISTRIBUTION
ON TRUST PREFERRED SECURITIES**

Cincinnati, OH (October 11, 2011) – The Hillman Companies, Inc. (the “Company” or “Hillman”), – Max W. Hillman, Chief Executive Officer of The Hillman Companies, Inc. announced today that a cash distribution has been declared by Hillman Group Capital Trust for the month of October 2011 in the amount of \$.241667 for each Trust Preferred Security (NYSE-Amex: HLM_P). The distribution will be payable October 31, 2011 to holders of record October 21, 2011.

Hillman sells to hardware stores, home centers, pet suppliers, mass merchants, and other retail outlets principally in the U.S., Canada, Mexico, Australia and South America. Their product line includes thousands of small parts such as fasteners and related hardware items, keys, key duplication systems, and identification items, such as tags, letters, numbers and signs. Services offered include design and installation of merchandising systems and maintenance of appropriate in-store inventory levels.

For more information on the Company, please visit our website at <http://www.hillmangroup.com> or call Investor Relations at (513) 851-4900, ext. 2084