



THE HILLMAN™ GROUP

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Contacts: Steve Ruwe
Sr. Marketing Communications Mgr.
1-800-800-4900(X2152)
Steve.Ruwe@Hillmangroup.com

Dan Smercina
V.P. Marketing
1-800-800-4900(X2100)
Dan.Smercina@Hillmangroup.com

The Hillman Group Wins *Cincy Magazine's* Manny Award for Innovation

CINCINNATI, OHIO (April 26, 2010) – The Hillman Group has been recognized as a winner of the fourth annual Manny Awards presented by *Cincy Magazine* of Greater Cincinnati. Hillman was selected in the New Product Development/Innovation category. Recipients of the prestigious award are companies that have demonstrated the ability to overcome obstacles and challenges in the manufacturing industry.

The award is for Hillman's Laser Key Duplication System, a new state of the art patented dual laser and digital key identification process used for key duplication. The new machine, with 99.5% key cutting accuracy, virtually eliminates human error when store employees replicate keys for end users. The new machine significantly reduces costs related to duplicated keys cut incorrectly by decreasing time, labor, and miscuts associated with manual identification of keys.

The Laser Key system identifies the exact matching key blank and gives the correct blank the first time. The system also identifies "trick keys" and hard to find keys with generic head shapes or no markings. These system enhancements allow for improved customer satisfaction by further reducing the chance for a key to be duplicated incorrectly.

The machine's interactive color screen offers a user friendly experience, reduces steps in the key cutting process, and decreases training time while increasing training comprehension. The extended machine life reduces the need for scheduled maintenance typically performed by store personnel. The machine will be displayed at the upcoming National Hardware Show in Las Vegas, May 4-6.

Established in 1964, Hillman sells to hardware stores, home centers, pet suppliers, mass merchants, and other retail outlets primarily in the U.S., Canada, Mexico, and South America. Hillman is the market leader in fasteners, keys, letters, numbers, signs, and threaded rod/metal shapes. The product line also includes key duplication systems and identification items, such as luggage and pet tags. Services offered include design and installation of merchandising systems and maintenance of appropriate in-store inventory levels. Hillman has corporate headquarters in Cincinnati, Ohio and Tempe, Arizona.