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**HYDE TOOLS LAUNCHES NEW ‘DIGITAL DESTINATION’
Website, YouTube and Digital Catalog Provide How-to Info and More**

SOUTHBRIDGE, MA – Hyde Tools has launched a new Digital Destination that marries a robust new website, YouTube channel and an online digital catalog featuring more than 750 HYDE® products.

Designed to interest and engage both professional and do-it-yourself “pros at home,” the destination is a portal for accessing industry news, obtaining how-to information, sharing home improvement projects and more.

In addition to new product showcases, the website features industry news feeds, how-to instructions, video and materials calculators for specific jobs and “where-to-buy” instructions for purchasing online or finding a local retailer. In addition, visitors are encouraged to post their home improvement project photos on the site.

The Hyde Tools YouTube channel (www.youtube.com/HydeToolsChannel) includes more than 30 how-to videos and video demonstrations by professionals in the painting and home improvement industry. Additional videos are now under production for a spring 2012 release. Paint and home improvement professionals are welcome to subscribe to the site for updates and to connect with site visitors.

The HYDE® Digital Master Catalog, also accessed through the website, allows visitors to print or download a copy of the 72-page catalog onto their computer. It allows customers to find up-to-date new product information, access key product videos and search the entire product offering by category, part number, name, or description

All of the online media can be accessed through the website at www.hydetools.com.

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