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## **FOR IMMEDIATE RELEASE**

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## **Hyde Tools Receives Golden Hammer Award at National Show**

SOUTHBRIDGE, MA – Hyde Tools, Inc., which manufactures the leading brand of hand tools for surface preparation and finishing, was presented the prestigious Golden Hammer Award for Communications at the 2007 National Hardware Show. Presented by Home Channel News, the award recognizes companies that demonstrate excellence in advertising and marketing.

Hyde was selected for the honor because of its “Are You Serious” advertising campaign, created to build HYDE® brand share in the paint tools market. Described by Home Channel News as “the most influential product campaign” in the business-to-business category, the “Are You Serious” ads were believed to be a major factor in HYDE® brand share growth from 29.4% to 46.7%, as recorded by industry surveys. Consecutive surveys by the Paint and Decorating Retail Association documented the growth, and confirmed that professionals choose HYDE® two to one over any other brand of surface preparation hand tools.

Accepting the award for Hyde Tools were Richard M. Clemence, president and Rob Scoble, vice president of sales and marketing.

“Given the stature of the companies honored by Home Channel News in the past, we are incredibly proud to receive this Golden Hammer Award,” said Clemence. “We have a strong commitment to manufacturing high-quality tools that meet the specifications of professionals – and this campaign is an excellent reflection of that commitment.”

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The Golden Hammer Awards, presented annually by Home Channel News, honor leaders in a variety of industries. Hyde Tools also took home a Silver Hammer Award last year in the hand tools category.

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