



## FOR IMMEDIATE RELEASE

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### **New ET50 R.E.D.™ Professional Electric Staple Gun is Arrow Fastener's Next Great Tool for General Repairs, Upholstery, Roofing, Insulation and More**

SADDLE BROOK, NJ (November 9, 2010) – The new ET50 R.E.D.™ Electric Staple Gun was built from the ground up by Arrow Fastener Company, LLC, a leading manufacturer in manual, electric staple and brad nail fastening tools for the professional building trades and do-it-yourself markets, to provide an exceptionally well-designed electric staple gun for everyday use on the jobsite.

Part of Arrow Fastener's new R.E.D.™ product line, the ET50 R.E.D.™ Electric Staple Gun lives up to its acronym, which stands for, "Reliable. Ergonomic. Durable." Its reliability comes from its electric firing technology and depth of drive control that enables the user to set staples right on virtually any surface and a precision fastener control that resists jamming. Its durability comes from a high-impact composite plastic housing that resists cracks and a contact safety mechanism that ensures safe operation of the tool.

The ET50 R.E.D.™ Electric Staple Gun features an ergonomic soft, rubber grip for maximum comfort and less fatigue and an LED guide light allowing professionals to continue working in a variety of lighting conditions. A bottom-loading staple system allows faster reloads on the job and the flexibility to choose among six sizes of T50® staples: 1/4" (6mm) to 9/16" (14mm). A rotating belt hook makes it easy to carry the ET50 R.E.D.™ Electric Staple Gun and the blow-molded case protects the tool when it's not in use.

"The ET50 R.E.D.™ Electric Staple Gun makes it easy for both professionals and DIYers to set staples right the first time and finish the job quickly without a lot of re-work," said Bill Newman, Vice President of Sales for Arrow Fastener. "This is a great all-around tool that works well for everything from installing housewrap, vapor barrier or insulation to making picture frames or reupholstering furniture."

The ET50 R.E.D.™ Electric Staple Gun arrived in stores in October and will make an ideal holiday gift for the professional or DIYer.

- More -

**About Arrow Fastener ([www.arrowfastener.com](http://www.arrowfastener.com))**

Arrow Fastener Company, LLC is a leading manufacturer of manual and electric staple and nail guns, glue and rivet tools which are sold to consumers and commercial contractors, primarily through home centers, mass merchants and specialized retailers. Founded in 1929, Arrow Fastener was acquired by Masco Corporation (NYSE: MAS) in 1999. For more than five decades, the T50® staple gun has been the industry standard, as the world's best selling staple gun. Today, Arrow Fastener is a trusted supplier of reliable, innovative and affordable products for the building trade professional and do-it-yourselfer.

**About Masco Corporation**

Masco Corporation (NYSE: MAS), parent company of Arrow Fastener, is one of the world's largest manufacturers of brand-name consumer products for the home and family, including Behr® paint, Delta® and Hansgrohe® faucets, bath and shower fixtures, KraftMaid® and Merillat® cabinets, Milgard® windows and doors and Verve™ lighting systems. Masco is also a leading provider of services that include the installation of insulation and other building products through Masco Contractor Services and Masco Home Services. Visit [www.masco.com](http://www.masco.com) for more information on the Masco family of brands.

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