



News Release
For Immediate Release
Jan. 20, 2009

**ROCKWELL OFFERS FREE BATTERIES FOR LIFE
ON ITS FULL LINE OF CORDLESS POWER TOOLS**

Charlotte, N.C. — It's unprecedented and unheard of – but true. Rockwell® Power Tools has announced that it will provide free replacement batteries for the life of any Rockwell™ brand cordless power tool.

“Our Free Batteries for Life program definitely is an industry first,” said Craig Taylor, Rockwell Vice President of Brand Marketing. “Everyone’s aware of free refills on coffee and soft drinks – but this is the first time anyone has ever provided the consumer with free refills for their cordless drill/driver, impact driver or reciprocating saw. This unique proposition is intended to convey our confidence in the uncommon quality of our batteries and portable power tools.”

Rockwell estimates that the new battery for life program will reduce the overall cost of ownership of Rockwell cordless tools by 40-70% depending on the cordless tool. “We simply listened to our end-users who are frustrated that replacement batteries for their cordless tools cost them almost as much as the price of a new tool,” notes Taylor.

To qualify for the lifetime free battery replacement program, the purchaser simply must submit the warranty registration for the qualifying Rockwell cordless tool within 90 days after purchase. The tool can be registered online or by mail.

The never-before-offered free replacement batteries for life program corresponds to the Spring 2009 launch of the new Rockwell product lines, including Lithium Tech™ 18-volt lithium-ion tools and ComPack™ ergonomic tools with lightweight, high-performance Ni-Cd batteries.

Rockwell Offers Free Batteries for Life/Add One

For more information about the Rockwell Batteries for Life program, visit rockwelltools.com, call 1-866-514-ROCK, or contact:

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About Rockwell

Rockwell Power Tools has been designing, engineering and manufacturing power tools since 1994. The Rockwell brand offers the performance-minded do-it-yourselfer and the price-conscious tradesman with innovative options compared to higher priced professional power tool brands. For more information about Rockwell, visit www.rockwelltools.com or call 1-866-514-ROCK.

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