



NEWS RELEASE

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BULLDOG HARDWARE SELECTS JEFF DEZEN PUBLIC RELATIONS FOR NEW NATIONAL PRODUCT LINE INTRODUCTION

HUNTERSVILLE, N.C. – Bulldog Hardware, an industry leader in packaged convenience hardware for home improvement projects, has retained Jeff Dezen Public Relations (JDPR) to support the company's newest picture hanging accessory line sold in major retailers across the United States. JDPR will provide strategic planning, media relations and communications consulting to increase consumer and retailer awareness of the company's newest product introductions.

Established in 1875, Bulldog Hardware develops tools to make Do-It-Yourself projects easier and deliver professional-looking finished results. Bulldog Hardware offers consumers picture hanging accessories, anchors and specialty fasteners, basic home improvement hardware such as nuts, bolts and screws and organizational tools for the home.

"Bulldog is excited to bring these innovative picture hanging tools to the market, and we selected JDPR to help us introduce and educate consumers about innovations in the picture hanging accessory category," said Kim Franklin, Product Manager of Bulldog Hardware. "All Bulldog picture hanging hardware is designed to meet specific consumer needs such as minimizing wall damage and keeping pictures level and secure in high-traffic areas around the home."

"Bulldog is an undisputed leader in packaged convenience hardware with a long history of providing superior consumer insight and building strong retailer relationships," said Jeff Dezen, President of JDPR. "Our company is excited to help elevate the brand and launch new products that are sure to shake up this category."

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About Bulldog

Established in 1875 and headquartered in Huntersville, NC, Bulldog Hardware is dedicated to creating packaged convenience hardware products to help tackle projects around the home. Bulldog Hardware, part of Newell Rubbermaid's global portfolio of brands, is committed to developing and creating solutions for the consumer with an extensive line of hardware products. For more information, call 1-800-778-4485 or visit <http://bulldoghardware.com>.

About JDPR

Established in 1991 and headquartered in Greenville, SC, JDPR is a full-service marketing communications consulting agency specializing in public relations strategies. The firm provides public relations strategic planning, creative idea-generation and program development and implementation for regional and national accounts. For more information, visit www.jdpr.com.