



NEWS RELEASE

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IRWIN® TOOLS SELECTS JEFF DEZEN PUBLIC RELATIONS (JDPR)

Agency To Launch New Hand Tools And Power Tool Accessories And Support Programs For America's Tradesmen

GREENVILLE, S.C.— IRWIN® Tools, a world-class manufacturer and marketer of a broad line of professional hand tools and power tool accessories, has selected **Jeff Dezen Public Relations (JDPR)** to assist in the launch of several new lines of hand tools and power tool accessories and to advance IRWIN's programs for America's tradesmen. JDPR will be providing strategic planning and brand support for IRWIN in areas including national trade and consumer media relations, as well as promotional efforts for The Ultimate Tradesman Challenge.

JDPR will be assisting IRWIN with its introduction of new lines of products for its VISE-GRIP® brand, including a wide range of locking pliers and GrooveLock pliers. In addition, JDPR will support the 2010 IRWIN Tools Ultimate Tradesman Challenge, which kicked off on Speed Channel's NASCAR Trackside on March 19th at Bristol Motor Speedway. The Ultimate Tradesman Challenge is a global competition where skilled tradesmen perform a series of precise tasks in a race against the clock. Twenty-four winners of locally-sponsored events throughout the US and Canada will advance to the North American Finals on Friday, August 20th 2010 at Bristol Motor Speedway. There, top tradesmen will compete for the North American title. The North American winner will advance to the World Finals in March 2011, where the World's Ultimate Tradesman will have a chance to win \$1 million.

"JDPR is a welcome addition to the IRWIN team," stated Curt Rahilly, IRWIN's Vice President of Marketing. "After a rigorous competitive search, we selected JDPR because of their strategic insights and their demonstrated capabilities in our channels of business. They know our industry, and we are confident they will help us elevate our brand among tradesmen."

According to Jeff Dezen, JDPR's founder and president, "IRWIN Tools has a rich history of innovation and a robust line-up of new products. We know that, together, we can elevate the brand to reach hard working tradesmen who depend on IRWIN's innovative tools to perform their jobs."

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About JDPR:

Established in 1991 and headquartered in Greenville, SC, JDPR is a 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.