

Craftsman Tools Announcement.....

NEW ORLEANS -- (PRNewswire) Danaher Tool Group Professional Tools Division announced Tuesday the details of its exclusive partnership with Sears Industrial Sales to market Craftsman® hand tools to the industrial, construction, and government end-user markets at the ISMA/I.D.A. Spring Convention in New Orleans.

"We couldn't be more excited," said Jake R. Nichol, president of the Professional Tools Division. "We see this as an extremely unique and exciting opportunity to partner one of the world's best known brands, the Craftsman® brand, with our existing family of Industrial tool brands to better meet the needs of our customers."

The Craftsman® family of tools, formerly available to professional users only through the Sears Industrial direct sales business, will reinforce the strength of the Danaher brands, and better answer the needs of the end user. The Danaher Professional Tools Division, currently supplies Armstrong®, Jacobs®, Allen®, K-D® and Holo-Krome® brands to these markets, and will now represent Craftsman® tools through their network of leading distributors.

"By utilizing our network of Industry-leading distribution partners," said Nichol, "we will be able to significantly expand access to the Craftsman® brand to industrial and professional end users. Since the kickoff of our program on April 1st, we are pleased to have forged partnerships with 83 leading distributors and are looking to complete our distribution landscape within the next thirty days."

"We are excited to have strengthened our strategic partnership with Danaher and to have the Professional Tools Division represent Craftsman Tools through Industrial Distribution," said Don Pannier, General Manager of Sears Industrial and Craftsman Brand Development. "We want to provide the professional end-user access to the #1 brand of tools in America, where they already buy their MRO product. We know that providing a high-quality product like Craftsman Tools through Industrial distributors will help businesses lower their total cost of acquisition."

Danaher has partnered the Craftsman and Armstrong® brands in order to offer a complete solution for the professional. Armstrong will continue to deliver a high-end full-line program while Craftsman, a market-changing brand, will address the increasingly significant mid-price point to best meet all end-user needs.

Danaher and its distributors will assume the marketing, sales and service responsibilities for the 70,000 Sears Industrial customers buying Craftsman® tools today. To support this program and their distributors Danaher has opened a new distribution operation in Gastonia, NC.

Danaher Tool Group, headquartered in Hunt Valley, MD, is the world's largest manufacturer of ratchets, sockets and wrenches. Danaher Tool Group brands include Armstrong®, Allen®, Jacobs®, Holo-Krome®, and K-D®. For more information visit <http://www.danaher.com/>.