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## FOR IMMEDIATE RELEASE

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### **HYDE TOOLS TO DEMONSTRATE CORNER EASE™ Innovative Paint Rolling System Added to HYDE® Offerings**

SOUTHBRIDGE, MA – Hyde Tools, Inc., has announced that the Corner Ease, new to their product line, will be demonstrated at the National Hardware Show. Make sure you stop by Booth S22824 to see how this innovative product can help you more easily paint corners.

The Corner Ease™ is a patent-pending product that provides professional painters with an innovative way of painting corners, clapboards, gutters, eaves, wire conduits and other areas not easily painted with a standard roller.

The product, designed specifically for professional painters, is a good match for Hyde, said Hyde Tools President Rick Clemence. The company's HYDE® brand, he noted, has more than 46% brand share\* in the paint professional market and continues to cater specifically to these influential users.

Hyde Tools, a member of the Hyde Group of Southbridge, MA, acquired the Corner Ease™ assets, name and patent filings in mid-October from 100 Fold Products, Inc., of Fife, Washington. Hyde Tools will continue to support the product's existing distribution to paint specialty stores, and has repackaged the product to paint store specifications. The company expects to expand the painting system over the next year.

Corner Ease™, noted Clemence, is especially useful as an addition to Hyde's high-end line of spray applicators and rollers. "We have a very unique offering of spray tools that includes a spray extension (AnglePRO®) with a backroller attachment that allows the painter to combine the speed of spray painting with the quality of a professionally rolled finish. The Corner Ease™ rounds out that offering, helping the painter

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quickly roll every part of the job.” In order to see this action in person, make it a point to stop by Booth

S22824.

For more information on Corner Ease™, call 800-USA-HYDE.

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\*Per 2005 PDRA Paint, Wallcoverings & Sundries Industry Report