



FOR IMMEDIATE RELEASE:

HANDY UNVEILS 2008 INNOVATION AWARD WINNERS

(October 20, 2008) Minnetonka, MN – After a year of anticipation, the wait is finally over! *HANDY* Magazine is proud to announce its 2008 Innovation Award winners. This coveted prize is reserved for companies that introduce groundbreaking, industry-shaping home-improvement and DIY products.

Now in its eighth year, the Innovation Award program is known for honoring products that showcase initiative, creativity, invention, reinvention and eco-innovation. This year's champions will receive elegant trophies; honorable mention winners will receive award plaques; and all products will be prominently featured in *HANDY*'s December/January issue (and will enjoy bragging rights, to boot).

And the winners are...

- 3.6V-Li Power Cutter by Skil
- 10" Contractor Saw by SawStop
- 50 Fuel and 40 Fuel by TruSouth Oil
- AutoShift drill/driver technology (for Ridgid and Ryobi drills) by TTI
- Craftsman Digital Miter Gauge by Sears Holdings Corp.
- Diamond Seal Technology by Delta Faucet Company
- Frog Tape by Inspired Technologies Inc.
- Granite components for stationary power tools by Steel City Tool Works
- Rust-Oleum Universal by Rust-Oleum
- SmartKey by Kwikset

A dozen deserving of honorable mention...

- DAP Kwik Seal 3.0 by DAP Products Inc.
- Dremel Multi-Max Oscillating Tool System by Dremel
- Energy Film by Artscape Inc.
- Festool Kapex KS 120 by Festool USA
- FlatWire by Southwire
- Gardner Bender Circuit Alert Linesman's Pliers by Gardner Bender
- HurriQuake Disaster-Resistant Nail by Stanley-Bostitch
- Nautilus wall sheathing by Georgia-Pacific Wood Products LLC
- Rapid Shark by Rapid Tools
- The Freshaire Choice paint by AkzoNobel Decorative Paints US
- Thermal Leak Detector by Black & Decker
- Velux Solar Water Heating System by Velux America Inc.

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While this year's winners are basking, *HANDY* editors will be scouting out next year's contenders. Keep an eye out for the new 2009 *HANDY* Innovation Award program, which will be kicked off in the February issue. *HANDY* will feature nominees for next year's awards throughout the year and will name the winners in December 2009.

About *HANDY* Magazine

HANDY, the official publication of the Handyman Club of America, represents the core of America's home-improvement experts: the "prosumers" who are always remodeling or improving something, woodworkers who spend every Saturday in their workshops and guys who are just as good with metal and machines as they are with maple and moldings. *HANDY* also speaks to many of the hardest-to-reach building trades contractors, men who are experts in their fields and opinion leaders among their peers. Published six times a year, *HANDY* has the largest circulation of North American Media Group's twelve titles with 1 million circulation and 3 million readers.

About North American Media Group

North American Membership Group, headquartered in Minnetonka, Minnesota, and owned by the Pilot Group, is the world's largest lifestyle affinity membership organization with over 4.7 million members. NAMG is the only company of its kind that successfully combines membership, publishing and continuity marketing. It operates 11 national clubs, including North American Hunting Club, North American Fishing Club, Handyman Club of America, National Home Gardening Club, PGA TOUR Partners Club, Cooking Club of America, National Health & Wellness Club, Creative Home Arts Club, The History Channel Club, The National Street Machine Club and the Motorcycle Riders Club of America. For more information about NAMG, visit www.namginc.com.

The publishing arm of NAMG, North American Media Group, has earned a sterling reputation for delivering high-quality magazines and broadcast and digital properties with strong editorial content absorbed by passionate and loyal audiences. Its roster of magazine titles includes *North American Hunter* (rate base: 775,000), *North American Fisherman* (rate base: 440,000), *HANDY* (rate base: 1,000,000), *Gardening How-To* (rate base: 675,000), *PGA TOUR Partners* (rate base: 525,000), *Cooking Pleasures* (rate base: 450,000), *Today's Health & Wellness* (rate base: 175,000), *Today's Creative Home Arts* (rate base: 300,000), *The History Channel Magazine* (rate base: 275,000) and *Street Thunder* (Rate Base: 180,000).

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