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**FOR IMMEDIATE RELEASE**

**SCHLAGE LAUNCHES FIRST NATIONAL TV CAMPAIGN TO SUPPORT  
SCHLAGE LiNK™ HOME-MANAGEMENT SYSTEM  
WITH WIRELESS DOOR LOCK**

*Clever Commercials Will Run on Major Cable and TV Networks Starting September 21*

**CARMEL, IN, September 17, 2009** – The iconic lock company Schlage kicked off a national television campaign today to support the Schlage LiNK™ remote home-management system, which enables homeowners to lock and unlock doors, monitor live camera feeds, and control temperature, lighting and other devices from a computer or Web-enabled mobile phone. Delivering more than 190 million impressions, the 30-second spots will run through mid-November on HGTV, DIY Network, Food Network, Travel Channel, TLC, The History Channel, MSNBC, A&E and NBC's Today show.

Created by Schlage's advertising agency, TracyLocke, two different commercials take a light-hearted approach to showcasing the system's key benefits. In one spot, a rain-drenched Larry in far away Seattle uses his cell phone to unlock the front door for Roger who has intentionally locked himself out of his home on a bright and sunny day. After opening the door Roger quips, "Like magic, but real—so, lock or unlock your door from anywhere..." and encourages viewers to explore additional features at [www.link.schlage.com](http://www.link.schlage.com), which is part of the company's newly redesigned Web site.

"Our goal is to take our message directly to busy homeowners—including business travelers and working moms—who will appreciate the Schlage LiNK System's many benefits," said Dwight Gibson Vice President and General Manager, Connected Home Solutions for Ingersoll Rand, the parent company of Schlage. "The system is ideal for business travelers who want to keep an eye on their homes while they are away and

working moms who want peace of mind in knowing that their children have arrived home safely from school, to name just two scenarios where Schlage LiNK can make a difference.”

Schlage’s recently concluded summer advertising campaign encompassed online, mobile and search ads through AOL, Yahoo, and Google; print through magazines such as *American Way*, *Real Simple* and *Working Mother*, and spot market ads for radio, TV and Video on Demand (VOD).

Schlage LiNK System is available nationwide in more than 650 Lowe’s home improvement centers as well as online at [lowes.com](http://lowes.com), [Amazon.com](http://Amazon.com) and a number of other sites.

### **Convenient, Affordable Home Management**

The Schlage LiNK home-management system makes it easy to set up a Z-Wave® wireless ecosystem that gives homeowners 24/7 control from any computer and most Web-enabled cell phones, allowing them to:

- Lock and unlock the door
- Receive email or text alerts when a specific access code is entered on the keypad of a Schlage® wireless deadbolt or door lock—a great feature for working parents of latchkey kids (up to 19 unique codes can be assigned)
- Keep a 90-day log to keep track of who entered your home at what times and on which days
- Create temporary entry codes for maintenance workers, such as a plumber
- Check a door to see if it is locked, instead of returning home or calling a neighbor
- Program the system to automatically turn on lights when a specific access code is entered into the lock’s keypad
- Conserve energy and save on utility bills by remotely controlling temperature with the use of the optional Trane Remote Energy Management Thermostat (\$149)
- See what’s going on at home via a live video-camera feed with the use of an optional Schlage wired or wireless camera (\$149 or \$179)

The \$299 Schlage LiNK Starter Kit gives you the choice of a deadbolt or lever-handle lock and everything you need to set up the system; additional Schlage wireless deadbolts or locks are \$199 each. There is also a \$12.99 monthly subscription fee for

24-hour access to the Schlage LiNK online and mobile interfaces, which make it possible to remotely control a variety of Z-Wave devices.

For more information about Schlage or to view the series of commercials, visit [www.consumer.schlage.com/mediaroom](http://www.consumer.schlage.com/mediaroom).

#### **About Schlage and Ingersoll Rand Residential Solutions**

Schlage® is the leader in security devices, trusted for more than 85 years, spanning both the commercial and residential markets. Commercial grade quality is built into every Schlage® product. The brand is on the forefront of developing cutting-edge technology and innovation such as wireless security products and biometrics, among others. [www.schlage.com](http://www.schlage.com). Ingersoll Rand Residential Solutions, a business comprised of well-known brands like Schlage and Trane, delivers safety, comfort and efficiency to homeowners throughout North America. Our quality products, services and solutions include mechanical and electronic locks, heating and air conditioning systems, indoor air quality solutions, advanced controls, portable security systems and remote home management. For more information on these and other residential solutions please visit [www.ingersollrand.com](http://www.ingersollrand.com), [www.schlage.com](http://www.schlage.com), or [www.trane.com](http://www.trane.com).

#### **About Ingersoll Rand**

Ingersoll Rand is a global diversified industrial firm providing products, services and solutions to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and enhance industrial productivity and efficiency. Driven by a 100-year-old tradition of technological innovation, we enable companies and their customers to create progress. For more information, visit [www.ingersollrand.com](http://www.ingersollrand.com).

#### **About TracyLocke**

Ideas That Move People To Brands™

TracyLocke is a Brand to Retail marketing agency that provides a wide variety of services including promotions, advertising, shopper marketing, digital services and strategic planning.

Part of Omnicom Group Inc. (NYSE: OMC), the award-winning agency has a client roster that includes iconic brands such as Pepsi, Pizza Hut, Nokia, Ingersoll-Rand, MasterCard, 7-Eleven, Tabasco and T-Mobile. TracyLocke has six primary offices in Dallas, Wilton, Conn., Bentonville, Ark., Los Angeles, New York and San Francisco, and a vast network of field offices across the United States. For more information, visit the company's web site at [www.tracylocke.com](http://www.tracylocke.com).

#### **About Z-Wave**

Z-Wave is an award-winning, proven and interoperable wireless mesh networking technology that allows a wide array of devices in and around the home to communicate including lighting, appliances, HVAC, entertainment centers and security systems. Z-Wave brings many benefits to everyday life including remote home monitoring, home healthcare, safety and security, and energy conservation. Z-Wave certified products are currently available from leading consumer brands in more than 300 products. Z-Wave is the recipient of the *Wall Street Journal* Technology Innovation Award in the wireless category, the CNET "Best of CES Award" in the enabling technologies category, along with *PC World's* World Class Award. For more information about Z-Wave, please visit [www.z-wave.com](http://www.z-wave.com).

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