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FOR IMMEDIATE RELEASE

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**SENCO Cordless Pneumatic F-15 Finish Nailer Named
HANDY 2010 Innovation Award Winner**

CINCINNATI (November 12, 2010) -- SENCO's cordless pneumatic F-15 finish nailer is one of 10 new products to be recognized with a 2010 *HANDY* Innovation Award. Now in its 10th year, the *HANDY* Innovation Award program is known for honoring products that showcase initiative, creativity, invention, reinvention and eco-innovation.

All recognized products will be featured in the December 2010/January 2011 issue of *HANDY* Magazine, as well as in the *HANDY TOOLBOX* e-newsletter and at www.HandymanClub.com.

About the F-15

SENCO is revolutionizing the power fastening category with the introduction of its F-15 Finish Nailer, featuring the company's ground-breaking Fusion Technology.

The F-15 is the *first* cordless pneumatic finish nailer, providing the power and consistency of an air tool with the convenience and portability of a cordless tool. No gas. No hoses. No battery ramp-up times. Just maximum job site performance and portability.

"Fusion's unique design is ideal for trim crews, remodelers, punch-out teams, and serious DIYers who don't want to deal with the hassle of a hose and compressor, but still want the benefits of a pneumatic tool," says Dave Moore, director of product marketing. "The savings users of gas tools will see is substantial; they will no longer have to pay \$8 to \$10 for a fuel cell each time they want to fire 1,000 nails."

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The F-15 includes an on-board 18V Lithium Ion (LiFePo4) battery that can reach an 80% charge in just 15 minutes. The tool's patented design provides an instant trigger response and delivers up to 500 drives between charges.

The F-15 utilizes 130psi of self-contained compressed air as its driving method. "When the trigger is pulled, the user experiences the power and feel of a pneumatic nailer," says Joe Knueven, product manager. The battery, assisted by a gear box and lifter, returns the piston and driver blade to the "ready" position, to drive the next fastener. It's capable of driving 15-gauge finish nails powerfully and consistently, even into hard woods. The air pressure is pre-set at the factory, permanently sealed and never needs recharging.

Among Fusion's many features, users can choose between sequential or contact actuation depending on the job. The tool-free, adjustable depth-of-drive feature combined with the nose mounted LED work surface light ensures accurate fastener placement and counter sinks. The EZ-Clear removable magazine makes fastener removal a breeze.

At 6 pounds, the ergonomically balanced nailer is nearly 2.5 pounds lighter than competitive battery powered models, (thanks in part to the Lithium Iron Phosphate battery), and can be comfortably operated with one hand.

The F-15 is available in the U.S. and Canada from SENCO dealers. For more information, visit www.senco.com.

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About Senco Brands, Inc.

For nearly 60 years, the SENCO brand has been recognized around the world as one of the leading names in power fastening tools for use in wood-to-wood construction, remodeling and a variety of industrial applications. SENCO's comprehensive line of air-, battery- and gas-powered nailers, staplers and screwguns are available through professional distribution outlets in more than 40 countries.

About HANDY

HANDY and the Handyman Club of America represent the core of America's home-improvement experts: the consumers who are always remodeling or improving their homes, woodworkers who spend weekends in their workshops and guys and gals who are as good with metal and machines as they are with maple and moldings. HANDY also reaches many building trades' contractors who are experts in their fields and opinion leaders among their peers. Their influence on others extends far beyond HANDY's guaranteed 725,000 subscribers and 2.7 million total readers.