



SUPPORTING PARTNER ANNOUNCEMENT

1.31.2012

National Hardware Show and Made in USA Brand

Made in USA Brand is proud to be a supporting partner at the National Hardware Show and represent the Made in USA Brand Certification Mark in the first-ever National Hardware Show Made in USA Pavilion.

Made in USA Brand provides the only certification mark registered with the United States Patent and Trademark Office for labeling and identifying products that are made or grown in the United States.

Shopping for and purchasing products that are made in America are becoming increasingly important to conscientious consumers. The National Hardware Show and Made in USA Brand are working together to support manufacturers, retailers and consumers who are at the forefront of this national trend.

The new National Hardware Show Made in USA Pavilion will give domestic manufacturers an opportunity to showcase their products while providing buyers one stop shopping for these highly sought-after items.

A special highlight of the pavilion will be Joe Denette Motorsports' Made in USA Brand No. 24 Chevy and NASCAR driver Max Gresham. Gresham will compete for Rookie of the Year honors in the 2012 NASCAR Camping World Truck Series debuting in Daytona.

Made in USA Brand Certification Mark program provides:

- The only certification mark registered with the United States Patent and Trademark Office for labeling and identifying products that are made or grown in the United States.
- Accreditation standards in accordance with the applicable laws and regulations of the Federal Trade Commission (FTC) that determine when a product may be advertised as Made in USA.
- A brand enhancer for domestic brands.
- A differentiator between domestic brands and their foreign competition.
- A trusted symbol to help the conscientious consumer align their purchases with their beliefs.
- Purchase influence at the point of sale.
- Breakout sessions on industry trends and consumer preferences and how to promote made in USA products.
- Consultation on what products qualify as Made in USA.