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Rapid Shark™ Wins Top Honor at NHS

Innovative, Multifunction Tool Receives Prestigious Editor's Choice Award from *Popular Mechanics* at North America's Largest Retailer Show.

BURLINGTON, Ontario, May 7, 2008 – Rapid Tools promised to turn heads at the National Hardware Show (NHS) in Las Vegas this week – and they delivered. Veteran retail buyers, as well as writers, editors and broadcasters converged on the Rapid booth to try out the new Rapid Shark™, the first tool to combine a top-of-the-line utility knife with a professional-quality wire stripper, cutter and crimper.

The tool was definitely one of the hit products at the NHS. No honor signifies the Rapid Shark's successful introduction at the NHS more than winning the exclusive Editor's Choice Award from *Popular Mechanics*.

Of the several hundred new products on display, the home and feature editors of *Popular Mechanics* chose a mere 13 to receive the prestigious Editor's Choice Award, including the Shark.

More than 3,500 exhibitors from around the world gathered at the NHS to promote their *Next Big Thing* to a Who's Who of home improvement buyers including Home Depot, Lowe's, Sears, Ace, Home Hardware, Amazon, Wal-Mart and hundreds of other industry executives. According to Reed Expositions, which puts on the NHS, approximately 30,000 delegates from 82 countries were on hand, most looking for new products.

Editor-in-Chief James Meigs presented the awards at a private ceremony in the Convention Center, remarking, "As a premier venue for new tools and other products to debut, the NHS has long been recognized as an industry hot spot. It's the ideal forum for *Popular Mechanics* to honor, recognize and report on a variety of great new products, something we've been doing for more than a century."

Read the Popular Mechanic's Press Release at: www.rapidtools.net/PDF/PMHardwareShowPressRelease08.pdf



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The *Popular Mechanics* honor isn't the only evidence that the Shark may be the hottest hand tool introduced this year. A few weeks ago, testers in the prestigious Handyman Club of America gave the Shark a 97% approval rating. These expert users are a high-quality, North-American-wide community of advanced DIYers, semi-professionals and pros who buy and use tools everyday. James W. from Burlingame, Kans., summarized the feeling: "The overall usefulness of [the Shark] is without equal."

Shark Takes a Bite Out of Work

The Shark's knife and wire stripper are cleverly combined in a rugged, ergonomic case about the size of a standard knife. The pliers-like grip for the stripper locks securely into the body of the knife when not in use. It is spring loaded for easy opening and comfortable cutting, with five precision-ground stripping holes for easily removing insulation from 10 to 18 gauge wire. Features include:

- First & only tool to combine a utility knife with a wire stripper; patents pending worldwide
- Rugged, professional-grade construction for durability
- Comes with Rapid Edge blades - the patented, serrated blade that lasts longer & cuts easier
- Pliers-style, wire-stripper grip locks securely into the body of the knife when not in use
- Spring-loaded wire cutter opens easily and cuts comfortably
- Precision ground stripping holes easily remove insulation from 10 to 18 gauge wires
- Includes wire cutter & crimper, 1-button, quick blade change & 4-blade storage compartment

"Winning the Editor's Choice award is a major honor," said Rapid founder and CEO Simon Medhurst. "We're very proud to be recognized by a publication with the worldwide renown of *Popular Mechanics*. The Rapid Shark is a real and practical tool that will assist people in getting the job done faster, safer and easier. It is a must-have for everyone's toolbox, whether they are a casual DIYer or a professional tool user."

In Canada, the Shark is available exclusively from Home Hardware under the Benchmark™ brand. In the US and elsewhere, the Rapid Shark will be at Lowe's stores, Ace Hardware, Amazon.com and from other sources. It sells for under \$25.

About Rapid Tools – Rapid Tools™, based in Burlington, Ontario, was established in 2002 with the mission of improving commonly used hand tools through innovation, advanced design and superior engineering. It is a division of Siber Holdings, created by Simon and Bernadette Medhurst, a privately owned corporation that has been in existence for 15 years. Rapid Tools designs and manufactures a complete line of high-quality utility knives and knife blades. The foundation of the company is their patented, long-lasting Rapid Edge® knife blade that features a serrated edge and multiple cutting surfaces. Available only from Rapid Tools, Rapid Edge blades cut better and last longer than any other blade, and will fit in standard utility knives. Rapid Tools knives and blades are available at the leading home improvement retailers in Canada and the United States. For more information about Rapid Tools and their products, call 1-905-336-0553 or visit www.rapidtools.net.

About Popular Mechanics – *Popular Mechanics* (www.popularmechanics.com) is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *PM* reports in depth on the science and technology behind major issues -- including such topics as disaster planning, hydrogen fuel and other energy alternatives, military expenditures, and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine's editors and contributors, including the likes of Jay Leno, astronauts Buzz Aldrin and Tom Jones, and roboticist Daniel H. Wilson. In addition to its U.S. flagship, *Popular Mechanics* publishes 12 editions around the world. *Popular Mechanics* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 19 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (74.1 million total adults, according to MRI).

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