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SENTRY® SAFE INTRODUCES FIRE-SAFE® GUN SAFE WITH A 10-GUN CAPACITY AT SHOT 2010

—SentrySafe Continues to Provide Quality Gun Protection and Storage Options at Affordable Prices—

Las Vegas, N.V. (January 19, 2010) – SentrySafe, the world leader in residential and light-commercial protective containers, announced the new 10-gun FIRE-SAFE Gun Safe at the 2010 Shooting, Hunting Outdoor Trade (SHOT) Show at the Sands Expo & Convention Center in Las Vegas, NV, January 19-22., 2010. SentrySafe remains committed to providing consumers with the most advanced gun safes at the best value.

“The new SentrySafe 10-gun FIRE-SAFE models provide a level of product quality and performance that customers have come to trust from the SentrySafe brand,” said Greg Bonsib, group brand manager at SentrySafe. “With the addition this safe, SentrySafe continues to provide gun owners and hunting enthusiasts with proven protection, innovative storage options and advanced security features combined with affordability.”

The new SentrySafe FIRE-SAFE gun safe accommodates 10 long guns and is third party (ETL) verified for guaranteed fire protection up to 1200°F (649°C) for 20 minutes with the interior temperature remaining below 350°F (177°C). With a fully carpeted interior, a textured powder coat matte finish and satin brass hardware with a stylized vertical lever handle, the 10-gun FIRE-SAFE model has a solid steel pry-resistant door with six points of protection. Bolt-down hardware is included, while a-

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hardened steel lock plate protects from drill attacks. This model has two lock options; a mechanical 3-number combination lock or an electronic 5-number lock which allows users to choose up to two additional combinations for added protection. The FIRE-SAFE 10-gun model comes with a 1-year limited warranty and the SentrySafe Lifetime After-Fire Replacement guarantee.

SentrySafe gun safes are available through local gun dealers, at larger retailers, DIY retailers throughout the U.S. and Canada and sporting goods/outdoor specialty chains. For more information about products and availability, visit www.sentrysafe.com.

About SentrySafe

Founded in 1930, SentrySafe is the world leader in offering fire-resistant and security storage solutions for important documents and valuables. A global presence, SentrySafe today produces more fire-resistant chests, files, safes, security storage containers and gun safes than any other company in the world. The company's manufacturing headquarters is in Rochester, N.Y., and sales operations exist in the U.S., Canada, Japan and UK. The company currently distributes products to more than 54 countries worldwide. With the recent acquisition of the Schwab Corporation, SentrySafe now employs more than 600, most of whom are located in the company's Rochester headquarters.

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