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SENTRY GROUP WINS TWO CES INNOVATIONS 2008 DESIGN AND ENGINEERING AWARD HONORS

--Sentry®Safe Receives Top Honors for the World's First and Only Affordable Security Storage Containers that Protect Data from a Fire and Water Disasters --

New York, N.Y. (November 14, 2007) – Sentry Group, the world leader in residential and small office security-storage containers, announced that the Consumer Electronics Association (CEA) has named the company an International CES Innovations 2008 Design and Engineering Awards Honoree for two brand-new Sentry®Safe Data & Document Security products. Products entered in this prestigious program are judged by a pre-eminent panel of independent industrial designers, engineers and members of the trade press to honor outstanding design and engineering in cutting-edge consumer electronics products. The Awards were announced at Unveiled@ New York, the official press preview of the International CES, held on November 13, 2007, at the New York City Metropolitan Pavilion Center.

Sentry Group's Sentry®Safe FIRE-SAFE®/Waterproof Hard Drive 160 GB was selected as an Innovations 2008 Design and Engineering Award honoree. The judges awarded the Hard Drive the highest score in the Computer Peripherals product category, naming the Sentry®Safe FIRE-SAFE®/Waterproof Hard Drive (160 GB) the Best of Innovations 2008 Computer Peripheral.

Sentry Group was also named an Innovations 2008 Design and Engineering Award honoree for its Sentry®Safe FIRE-SAFE® /Water-Resistant Data Storage Safe, model QE5541. The Storage Safe was named the overall Best of Innovations 2008 in the Furniture product category.

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“We are thrilled to have been awarded two Innovations 2008 Design and Engineering Awards for our new Data & Document Security products,” said Sondra McFarlane, director of marketing communications for Sentry Group. “It is such a privilege to be named a two-time Innovations 2008 Design and Engineering Award winner – an honor prestigious companies, such as Eastman Kodak Co., Sony, Dell Inc., Phillips and Hewlett-Packard Co., have won in previous years. We look forward to officially launching our entire Data & Document Security product line at CES in January 2008.”

As a widely renowned consumer technology awards program that began in 1989, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering. It is sponsored by CEA, the producer of the International CES, the world’s largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Sentry Group’s Sentry®Safe FIRE-SAFE®/Waterproof Hard Drive and Sentry®Safe FIRE-SAFE®/Water Resistant Safe will be displayed at the 2008 International CES, which runs January 7-10, 2008, in Las Vegas, Nevada. It will be the first time Sentry Group is an exhibitor at the CES.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product’s intended use/function and user value
- Unique/novel features that consumers would find attractive

Both Sentry®Safe products that won Best of Innovations 2008 reflect the highest originality in design and engineering out of all entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

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World Leader in Fire-Resistant and Security Storage

The Innovations 2008 Design and Engineering Award winners, Sentry®Safe Fire-Safe® Waterproof Hard Drive 160GB (MSRP \$319.99) and the Sentry®Safe FIRE-SAFE®/Water Resistant Safe (MSRP \$519.99) are available on www.SentrySafe.com. To purchase Sentry®Safe Data & Document Security products, including the new Sentry®Safe/FIRE-SAFE® Waterproof Hard Drive and the Sentry®Safe FIRE-SAFE® /Water-Resistant Data Storage Safe, visit www.SentrySafe.com.

Innovations 2008 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

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