



FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Christopher
JSH&A
630/932-7987
jennifer@c@jsha.com

John Hauter
Dremel
224/232-3341
John.Hauter@us.bosch.com

Put Dremel at the Top of Your Shopping List This Holiday Season

Latest Dremel Rotary Technology Adds Style and the Unexpected to Holiday Gift-Giving

MT. PROSPECT, Ill. – July 31, 2006 – Dremel is helping consumers everywhere give the ultimate gift this holiday season. From the latest in rotary tools featuring Lithium-Ion technology to the easiest rotary tool accessories around, Dremel tools are the perfect addition to anyone’s wish list. The Dremel Stylus™, Dremel EZ Lock™ and Dremel Glue Gun™ are one-of-a-kind gift ideas for the do-it-yourselfer, woodworker or hobbyist this season.

“The holidays are a time of celebration with friends and family,” said Andrea Ash, vice president of marketing, Dremel. “It’s the season of giving and loved ones will be amazed at the wide range of applications and projects they can complete with a Dremel. There’s no better way to say, ‘Happy Holidays!’”

Dremel Stylus

Looking for a gift that you will be truly excited to give? Something your loved ones can use all year long? The new Dremel Stylus, created to fit into every users hand and lifestyle, comes with 25 accessories and is compatible with all genuine Dremel accessories. The Stylus has a contour-grip design with key gripping surfaces and an ideally located on/off switch at the

front of the tool for easy, one-handed operation. The Stylus is a literal extension of the hand that is perfect for quick fixes. It has better control and is more comfortable for extended use.

With an innovative Lithium-Ion technology, the Stylus holds a charge for up to two years in storage – six times longer than similar voltage nickel-cadmium batteries – keeping it lightweight and compact for easy storage and use. Complete with a docking station, the Stylus is always charged and ready to go when needed.

The Dremel Stylus is handy all year long and ideal for intricate projects, including sanding, engraving, cutting, polishing, drilling and carving on a wide range of materials and applications. With a wide range of abilities for the task at hand, the Dremel Stylus is the perfect gift that keeps on giving all year long! The Dremel Stylus retails for only \$69.99.

Dremel EZ Lock

The perfect stocking stuffer this season is the new Dremel EZ Lock mandrel system. The first patented system of its kind and compatible with all Dremel rotary tools, the EZ Lock is the ideal gift idea for everyone who already owns a Dremel and is looking for a quick and easy way to update their Dremel tool. The EZ Lock makes accessory changes as easy as *pull, twist* and *release*, which means you can go from cutting to polishing to sanding in a flash! The one-piece mandrel design eliminates the need for the screw and screwdriver, simplifying the process of changing cutting wheels and making it easy to quickly cut through a range of materials from metal to plastic.

With reinforced cut-off wheels that last twice as long as ordinary fiberglass-reinforced cut-off wheels, the Dremel EZ Lock is a great added bonus to a new Dremel rotary tool purchased this holiday season. The Dremel EZ Lock Starter Kit retails for \$14.99 and is sure to please the most discerning handyman you know.

Dremel Glue Gun

“Whether working on an important repair or just having creative and crafty fun, the new Dremel Glue Gun is a dream to work with. Dremel has designed the Glue Gun with users in mind, so it includes an on/off switch, dual-temperature settings and built-in work light that illuminates the work area at hand,” added Ash.

The advanced features of the Dremel Glue Gun bring new life to traditional glue guns. With soft-grip housing and extended trigger with room for three fingers, the Dremel Glue Gun is precise and easy to use whether in the workshop, crafting studio or even at the kitchen table. An innovative anti-drip tip means that the Dremel Glue Gun not only simplifies projects, but it makes clean-up a breeze!

The Dremel Glue Gun (SRP \$24.99) is an easy gift-giving solution when deciding what to get that special scrapbooker or craftsman in your life. It’s ideal for creating lasting memories in photo albums and scrapbooks, making crafty centerpieces, accomplishing small home repairs and even helping the kids with school projects.

Bonus Dremel Engraver or FlexLite™ with Magnifier Attachment

This holiday season, keep a lookout for specially marked Dremel 400 Series XPR tool kits at participating home centers and hardware stores offering a bonus Dremel Engraver or a Dremel FlexLite™ with Magnifier attachment with your purchase. To help make shopping a breeze, Dremel has packaged the special bonus gift inside the tool kit for the same affordable price, eliminating any redemption process on the part of the consumer!

Dremel products – including the Stylus, EZ Lock and Dremel Glue Gun – can be found at most home centers and hardware stores nationwide. With Dremel, dull and humdrum gifts are a thing of the past, and fun, versatile gifts are easy, affordable and available for the 2006 holiday season!

About Dremel

Since inventing the high-speed rotary tool more than 70 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing creative solutions for hands-on professionals, homeowners, craftspeople and artists alike. Dremel's leadership in design and manufacturing has made it the top-selling rotary tool in the world, a reflection of the company's commitment to innovation and quality.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mt. Prospect, Ill., Dremel continues to build upon this legacy with a full line of high-performance rotary tools, benchtop products, specialty tools, accessories and attachments, delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on Dremel to provide the satisfaction of a job well done and done well.

For information on Dremel products, project ideas and problem-solving tips, visit us at www.dremel.com or call Dremel at 1-800-437-3635.

###