

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Elizabeth Pasternock, Imprint Communications

Phone: 630/834-4218

E-mail: ep@imprintcommunications.com

Online Media Kit:

www.lhtmediakit.com

FORGET TIES: TOOLS WIN IN FATHER'S DAY GIFT SURVEY

Chicago, May 17, 2007 – Dad may smile when he gets a tie on Father's Day, but a recent survey about gift giving reveals he would rather receive tools. In fact, when asked to choose among seven gift options under \$100, men also chose tools over electronics, restaurant gift certificates, clothing and sporting goods. The survey also found that the biggest gift complaint among men is receiving something they cannot use.

The survey was commissioned by LoggerHead Tools and conducted by Rasmussen Reports, an independent survey research firm, during March 2007. LoggerHead Tools is known for its innovative, award-winning, American-made hand tools: the Bionic Wrench™, Bionic Grip™ and ImmiX™ multi-tool. The company recently introduced a new type of multi-bit screwdriver called the Bit Dr.™

Survey Details: Tools Versus Ties

The survey of 1,000 adults asked men to choose between tools and a tie for Father's Day. While 54 percent chose tools, only 3 percent chose a tie, and 43 percent were not sure.

Men Rate Seven Gift Options Under \$100

When asked to choose among seven gift options under \$100; men chose tools first (24%), followed by electronics (18%), restaurant gift certificates (17%), clothing (13%), sporting goods (12%), some other gift (7%) and bath products (4%), while the rest (4%) were not sure.

The Worst Gifts

And finally, when asked about the worst gift they have received; 55% of men said it was something they had no use for, while 11% said it was the wrong size, 10% cited some other reason, 10% said it didn't meet their expectations, 6% said it was used, 5% said it was the wrong color, while the rest (4%) were not sure.

About the Survey

The national survey of 1,000 adults, 18 years of age or older, was conducted by Rasmussen Reports using an automated polling methodology. Phone calls are placed to randomly selected phone numbers through a process that insures appropriate geographical representation. A weighting process is applied to the raw data to insure the sample accurately reflects the appropriate population in terms of age, race, gender, political affiliation and other factors. With a population of 1,000 adult men, the margin of sampling error for the survey is +/- 3 percentage points with a 95% level of confidence. Some question totals may not add to 100 due to decimal rounding.

About LoggerHead Tools

LoggerHead Tools LLC designs, develops and commercializes inventive, new-to-the-world tools manufactured in the United States. The company's mission is to create problem-solving innovations that provide enhanced value to its customers.

###

A full press kit, including downloadable product images, is available at: www.lhtmediakit.com