

FOR IMMEDIATE RELEASE

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LOGGERHEAD TOOLS INTRODUCES THE IMMIX™

-- One Universal Tool Does the Job of Up to 34 Others --

Chicago, August 8, 2006 -- LoggerHead Tools LLC today announced the ImmiX™ -- the first in a series of multi-tools based on the award-winning, patented Bionic Wrench™ technology. While many multi-tools feature scaled-down versions of commonly used tools, the ImmiX™ makes no compromises. It blends the functionality of up to 34 full-sized tools with a universal design that makes it easy to use for almost anyone. A handy addition to the kitchen, office, dorm room or tool chest, the ImmiX™ is ready to tackle most any daily maintenance chore or domestic emergency that involves nuts, bolts or screws. The ImmiX™ establishes a new category of multi-function tool that LoggerHead Tools calls “Innovative Life Gear™”: full-size tool functionality, combined with innovative universal design -- in a compact, convenient package.

At the core of the ImmiX™ is the award-winning, 6-inch Bionic Wrench™ design, which automatically adjusts to fit 14 metric and standard fasteners. One of the two models, the ImmiX™ 10x, stores 10 of the most popular screwdriver heads and two retractable stainless-steel knife blades in its handles. The second version, the ImmiX™ 20x, holds 20 screwdriver heads in its handles. Both models have a magnetic bit driver at the end of the body, creating a full-function, screw-driving system with a torque-enhancing pistol grip. When closed, the handles lock to form a powerful, ergonomic bit driver that is so easy to use, it outperforms the traditional screwdriver.

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A Domestic Survival Tool

“The ImmiX’s™ full-sized capabilities and universal design create a new product category in the multi-tool market,” said LoggerHead Tools President Dan Brown. “It ergonomically combines the best features of an adjustable wrench, multi-bit screwdriver and pocket knife – all in one compact, high-performing 8-ounce tool. It is indispensable ‘Life Gear™’ for real-world fix-it situations we all find ourselves in.”

In a pinch, people often use whatever tool is readily available, whether or not it is the correct size or type. With 14 wrench-size adjustability and up to 20 screwdriver bits in one, the ImmiX™ has the appropriate screwdriver bit and wrench size to complete most projects conveniently and with the proper tool at hand – such as changing the batteries in children’s toys, assembling furniture, repairing bicycles and handling life’s little emergencies. The ImmiX™ acts as a portable tool kit, perfect for the kitchen or office desk drawer, tool chest or car glove compartment.

Intuitive, Award-Winning Engineering

The ImmiX’s™ Bionic Wrench™ component has won several international awards for its innovative, universal design. It does not round or slip off fasteners because it evenly distributes force around the work surface. This wrench design is not only intuitive and fully adjustable with a one-handed squeeze, but it can be gripped in either hand and in almost any orientation. Users can tighten or loosen their work with ratchet-like speed because there is no need to remove the wrench between turns.

Product Specifications

Both ImmiX™ versions fit 14 hex fasteners from ¼ inch to 9/16 inch and 7 mm to 14 mm. The ImmiX™ 10x (10-bit model) has two retractable, stainless-steel knife blades and a selection of the most used standard screwdriver heads: slotted, Phillips, Torx and Robertson. The ImmiX™ 20x (20-bit model) has an expanded selection of the ImmiX™ 10x bits with the addition of six of the most popular Allen-style bits. Both models have an electrolysis nickel finish and come with a durable synthetic carrying case with a leather belt loop. Like all LoggerHead Tools products, the ImmiX™ features a lifetime warranty.

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Available Now – In Time for Holiday Gift Season

Loggerhead Tools' new ImmiX™ product line is available now through LoggerHead Tools: <http://www.loggerheadtools.com> or 1-888-564-4374 (LOGGERHEAD). The ImmiX™ 10x and 20x will be available in time for the holidays in retail stores, such as Orchard Supply and ACE Hardware and through leading catalogs, such as Herrington's, Garrett-Wade and Hammacher Schlemmer.

Pricing

The manufacturer's suggested retail price for the ImmiX™ 10x and 20x models is \$74.95. Other versions will be available at different price points, depending on features and finishes. LoggerHead Tools will be expanding the ImmiX™ product line and developing custom versions for specific applications, such as woodworking, electrical work and other specialties.

LoggerHead Tools' Full Product Line

The ImmiX supports LoggerHead Tools' mission to create problem-solving innovations that provide enhanced value to its customers. In February of this year the company expanded its product line to include 6-, 8- and 10 inch Bionic Wrenches™, and in June it introduced the Bionic Grip™, an open-ended version of the Bionic Wrench™. The company will be announcing another new-to-the-world tool in the fourth quarter of 2006.

Made in the United States

All LoggerHead Tools products are manufactured in the United States at Penn United in Cabot, Pa. LoggerHead Tools intends to demonstrate that American companies can stay competitive with a domestically produced product through strategic partnerships and product differentiation.

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 value-added, problem-solving innovations that provide enhanced value to its customers.

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