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Gorilla Glue Earns the Good Housekeeping Seal

CINCINNATI (June 1, 2008) -- The Gorilla Glue Company today announced that it has earned the *Good Housekeeping Seal*, one of the most prestigious and trusted endorsement icons in the world of consumer goods, for its entire Gorilla Glue family of products, which includes Gorilla Glue, Gorilla Super Glue Impact-Tough Formula, Gorilla Wood Glue, the Gorilla Glue Precision Glue Pen and Gorilla Tape.

The *Good Housekeeping Seal* was introduced in 1909 by the Good Housekeeping Research Institute. It is the foremost symbol of quality assurance and consumer protection in America. Seal-backed products are covered by *Good Housekeeping's* two-year money-back or replacement warranty.

"We are delighted to have earned accreditation from the *Good Housekeeping Institute*," says Jennifer Dowdall, vice president of marketing and innovation for the Gorilla Glue Company. "By passing rigorous consumer quality assessment tests, this stamp of approval reassures consumers of Gorilla Glue's quality, toughness and performance."

A recent consumer survey shows a 95% positive awareness of the GH Seal.* The Seal is helpful in assuring them that a product has met certain quality standards.

A further 85% went on to claim that they would be more likely to buy a product with a *Good Housekeeping Institute Seal* than a product without.

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About the Gorilla Glue Company

Headquartered in Cincinnati, Ohio, the Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company revamped the retail adhesive landscape with its 1999 introduction of the wildly popular Gorilla Glue, a unique, all-purpose adhesive with an amazing ability to bond almost any material including wood, ceramic, stone, metal and more.

On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape®, Gorilla™ Super Glue Impact-Tough® Formula, Gorilla™ Wood Glue, and Gorilla™ Epoxy, further solidifying the brand's reputation as the "go-to" product line FOR THE TOUGHEST JOBS ON PLANET EARTH®.

Gorilla products have earned recognition for performance and innovation from multiple media outlets including *Popular Science* magazine's Best of What's New Award and *Popular Mechanics* Editor's Choice Awards. The products also bear the *Good Housekeeping Seal*. Gorilla brand products are proudly made in the U.S.A.

For more information, visit www.gorillatough.com or call (800) 966-3458.