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New Precision Glue Pen Provides Pinpoint Control, “On-the-Go” Convenience

CINCINNATI (July 2007) -- Gorilla Glue is now available in a new Precision Glue Pen applicator ideal for small projects and repairs requiring pinpoint application and control.

Originally used as a commercial adhesive for hard-to-glue materials, today Gorilla Glue is the preferred brand among professionals, DIYers and consumers because of its industrial strength sticking power.

The Precision Glue Pen is easy to use and manipulate so professionals and hobbyists can easily master intricate detail work, while everyday users don't have to worry about over-gluing and making a mess. And, it fits conveniently into a purse, desk drawer, glove compartment, backpack, or toolbox for emergency, “on the spot” repairs.

The Precision Glue Pen is available with Gorilla Glue's new Fast Cure, Dries White formula, which sets ultra-fast in just 30 – 60 minutes. Gorilla Glue securely bonds materials that typical all-purpose adhesives won't hold, including wood, stone, metal, ceramics, glass, foam and more. Waterproof and temperature resistant, Gorilla Glue can be used for projects and repairs indoors or out.

The new Gorilla Glue Precision Glue Pen will be available at retailers nationwide in August. To find a Gorilla Glue retailer in your area, visit www.gorillatough.com.

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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.