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New Gorilla Wood Glue Bonds Stronger, Faster for Wood to Wood Applications

CINCINNATI (January 24, 2008) -- The Gorilla Glue Company is introducing Gorilla Wood Glue, a water-based, solvent free, non-toxic, cross-linking polyvinyl acetate formula (PVA), that promises to live up to the strength and performance standards the brand is known for – and that woodworkers demand – to deliver a better bond on wood to wood surfaces.

Gorilla's one-part, water resistant wood glue will offer higher bond strength, a shorter clamp time and a lower application temperature than other comparable woodworking glues, and it can be cleaned up easily with water.

The glue requires a clamp time of just 20 minutes and is fully cured in 24 hours. The formula contains no dyes, and dries a natural color, which means no yellowing. Once dry, it can be easily sanded or painted.

Suitable for interior and exterior use, Gorilla Wood Glue passes the ANSI/HPVA Type II water-resistance specification providing users with peace of mind for kitchen and bathroom projects and other applications where there is limited weather exposure.

Gorilla Wood Glue can be applied in temperatures as low as 55 degrees Fahrenheit without concern over the glue becoming chalky and bonding poorly. It is also FDA approved for indirect food contact (cutting boards) and also works for radio frequency (R-F) gluing systems.

“The addition of Gorilla Wood Glue to the company's current line-up of waterproof multi-purpose Gorilla Glue and Gorilla Super Glue provides woodworkers a total Gorilla brand solution for any type of woodworking project, indoors or out,” says Jennifer Dowdall, vice president of marketing and innovation for The Gorilla Glue Company.

Gorilla Wood Glue will be available in 8 ounce and 18 ounce sizes at retailers nationwide beginning in February 2008.

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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.