



For Immediate Release

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True Blue® em81.10 Level Passes 'Toughest Torpedo' Test

MUKWONAGO, Wisc. May 16, 2006 — Empire recently conducted customer research at construction sites nationwide and found that one of the key requirements of a magnetic torpedo level is the ability to read it quickly, and accurately, in virtually all lighting conditions. The em81.10 features the trademarked TRUE BLUE® vial with patent-pending blue bands that darken and define the bubble perimeter to provide enhanced visibility. TRUE BLUE® vials are produced through a proprietary process called Advanced Concentric Molding (ACM), pioneered by Empire. The ACM process assures repeatability so that all TRUE BLUE® vials meet the same stringent standards for accuracy, consistency, and concentricity.

“Since the introduction of the e70 and the em71 in our TRUE BLUE® series, we have been enhancing other levels and measuring tools to the new standards of accuracy, durability and visibility,” said Empire President, Jennie Becker. “The em81.10 torpedo is a work horse tool that significantly upgrades our existing torpedo levels. Higher standards are what Empire is all about.”

This new magnetic torpedo level is a strong addition to the TRUE BLUE® professional series of levels and measuring tools from Empire Level Manufacturing Corporation. These levels maintain accuracy that's equal to the thickness of a piece of printer paper over a one-inch length, even after numerous 17-foot drops on to concrete.

Empire has found that accuracy and durability are the two things professional craftsmen want most from a level. Numerous independent drop tests, conducted in the lab and on job-sites, have shown that the Empire em81.10 maintains accuracy to five ten-thousandths (.0005) of an inch per inch in all ten working positions. And, rare earth magnets that are embedded in the heavy-duty aluminum frame stabilize the em81.10 with a holding strength to weight ratio of 1.85 so it stays where it sticks – on metal studs, door frames or any metal surface – assuring precision. The em81.10 is ideal for welders, steel fabricators, plumbers, electricians and professional contractors.

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Other features of the TRUE BLUE® em81.1 torpedo levels include:

- V-groove for pipe and conduit
- 45 degree vial for conduit
- 10-inch heavy-duty solid aluminum body
- weighs just .5 pounds
- Lifetime warranty, the strongest warranty in the industry

TRUE BLUE® squares and Empire levels are sold in more than 4,000 locations throughout the U.S.

Empire Level is a leading designer, innovator, and manufacturer of levels and layout tools. Founded In 1919, the company holds more than 30 active patents. The introduction of the TRUE BLUE® level and vial, in addition to the company's continuing commitment to innovation, have made Empire the preferred brand for tool users worldwide. Find more information about Empire Level at www.empirelevel.com.

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The newly designed TRUE BLUE® series is engineered to provide maximum accuracy, extreme durability, and enhanced readability with the strongest warranty in the industry. Empire Level Mfg. Corp. is the leading designer and innovator of accurate levels and measuring tools. The blue fluid is Empire's unique symbol of superior accuracy and a trademark of Empire Level Mfg. Corp.