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**Empire Level Expands its Wood Level Product Line by Acquiring the American Level Brand from M-D Building Products**

LAS VEGAS (May 5, 2010) – Empire Level Mfg. Corp. and M-D Building Products announced today at the The National Hardware Show® in Las Vegas that they have entered into an agreement under which Empire will purchase the American Level product line from M-D. Empire, the industry leader in developing accurate levels and measuring tools, will begin transitioning existing American Level customers to ensure continuity of supply and service for the premier line of mahogany levels.

“The addition of American Level products will further enhance Empire Level’s offering of the broadest product line in the industry for professional builders and remodelers, as well as DIYers,” said Jenni Becker, president of Empire Level Mfg. Corp. “The American brand of mahogany levels offers an ideal combination of tradition and quality that complements our existing wood level line; and the significant intellectual property that we will gain through this acquisition will allow us to further enhance and grow the line in the future,” she added.

“We have had great success in gaining market share in the weatherproofing businesses, and we will continue to focus our efforts in this area. We are thrilled that the American brand is such a good fit in the Empire family,” commented Loren Plotkin, president and CEO of M-D Building Products. “Empire’s longstanding culture of innovation provides the resources to continue expanding customer access to these fine, hand-crafted levels for years to come.” Plotkin added.

Under the terms of the agreement, Empire will take over all management and operations of the American Level line and will begin shipping product to American Level customers from Empire’s facilities in Wisconsin. Becker reported, “Management of the American Level product line will be integrated into Empire Level’s existing operational structure, so we do not anticipate any significant increase in employment within our operations, nor do we anticipate any jobs impact for the operations we are taking over from M-D in this acquisition.”

“Our goal will be to transition the existing business with uninterrupted service,” said Steve Betzler, vice president of sales for Empire Level Mfg. Corp. “As an added benefit, American Brand customers will be offered a variety of new merchandising programs to enhance their sales and, of course, they will be offered access to the entire Empire line.”

**- More -**

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### **About Empire Level ([www.empirelevel.com](http://www.empirelevel.com))**

Empire Level is the home of TrueBlue® - the most accurate vials in the world. The blue fluid in Empire level vials is a unique symbol of superior accuracy and a trademark of Empire Level Mfg. Corp. For over 90 years, Empire has been the leading designer and innovator of accurate and durable measuring tools for the professional and end user. Empire employs approximately 300 people at its facilities in Mukwonago, Wisconsin. More information about Empire's existing wood level products can be found at: [http://www.empirelevel.com/levels/masonry\\_levels/](http://www.empirelevel.com/levels/masonry_levels/)

### **About M-D Building Products ([www.mdteam.com](http://www.mdteam.com))**

M-D Building Products, which was founded in 1920, develops, manufactures and markets a range of residential and commercial weatherproofing products, including door and window weather-stripping, floor trims & accessories, garage door weather-stripping, pipe insulation and a complete line of interior and exterior caulk marketed under both the Tower Sealants and DuPont™ brands. More information about the American Level product line can be found on the M-D website at: <http://www.mdteam.com/products.php?category=69>

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