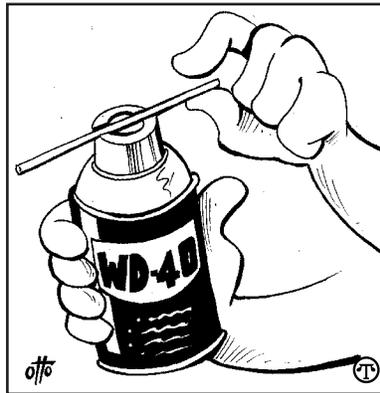


INGENIOUS IDEAS DEPARTMENT

Straw That's A "Snap"

(NAPS)—People who spend time in workshops, garages and warehouses know that being without that one essential tool or component needed to complete the job can be frustrating. One invaluable yet elusive tool—the little spray tube that comes with many aerosol cans—invariably gets lost in workshop nooks and crannies.



The last straw? Indeed. A new cap helps consumers keep track of the handy applicator.

Fortunately, there's now a solution: The WD-40 NotchCap, now available on cans of the multi-purpose product, ensures safekeeping of "the little red straw." The NotchCap lets consumers "snap" the precision applicator back into place in the most convenient of locations—on top of the cap.

"It's really just another step we've taken to add value to our end-users and make our product more convenient to use," said Helen Way, associate brand manager for WD-40. "Since we often get calls asking for replacement straws, we decided to provide users with a way to keep them from getting lost in the first place."

WD-40 has also taken steps to give its fans what they have been requesting for years—a place to share their stories, uses and love for the product. The WD-40 Fan Club, which is free to join at www.wd40.com, will bring together fans from across the world to share stories about the product, access tips and ideas on how to use it, download goodies and participate in periodic promotions, contests and special events.