



FOR IMMEDIATE RELEASE

Duck Tape® Creates “Mahomie” Mania with a Dreamy New Design *Duck® brand introduces new licensed tape starring Austin Mahone*

AVON, Ohio (June 2014) – Calling all “Mahomies!” Teen sensation Austin Mahone wants to let you in on “The Secret.” Duck Tape® has expanded its vibrant palette with a new, lovable design sure to make all hearts skip a beat: Austin Mahone Duck Tape®. The pop star rose all the way to number one on the charts, and is now likely to be everyone’s number one favorite in crafting tools too.

Featuring the singer/songwriter’s adorable smile and suave hair, the new design puts the critically acclaimed cutie front and center against a white background. His captivating charm makes this tape a must-have for Austin Mahone fanatics, whether they’re personalizing notebooks and school supplies or even jazzing up jewelry and apparel.

“Austin Mahone is making his mark in the music industry just as we’re making our mark among teen crafters,” said Traci Finkelmeier, director of Marketing, Home & Office and Licensing at ShurTech Brands, LLC, the company that markets Duck Tape®. “We’re proud to add Austin Mahone to the family of licensed tapes and are thrilled to pair his talent and our tape to provide yet another avenue for his – and our – loyal fans to express their creativity.”

Austin Mahone Duck Tape® is available now at retailers nationwide. For more information about this design – or the rest of the Duck® brand palette – visit DuckBrand.com.

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DUCK TAPE® BRAND DUCT TAPE

An American original, Duck® brand is known for its quality and innovation, which now includes a vibrant assortment of hundreds of colors, designs and licenses. Duck Tape® brand duct tape is available nationally at mass merchandise, craft, hardware, home center, food, drug, office, auto and



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specialty retailers in colors like aqua, fluorescent green, pink, orange and yellow, and designs such as Gummy Bears, Cheetah Kisses and Galaxy.

Duck Tape® is marketed by ShurTech Brands, LLC, and the Duck® brand, which offers an array of tapes, packaging supplies and home products that provide simple, imaginative and helpful solutions for a variety of tasks around the home, school and office. Visit DuckBrand.com for additional product information. And, keep up-to-date on Duck® brand news by joining our more than 5.8 million fans on Facebook® (facebook.com/ducktape), following us on Twitter® (@theduckbrand), following our boards on Pinterest® (pinterest.com/theduckbrand) or watching us on YouTube® (youtube.com/theduckbrand).

SHURTECH BRANDS, LLC

ShurTech Brands, LLC, markets do-it-yourself tapes, office and housewares products under the Duck®, FrogTape®, Painter's Mate Green®, Caremail®, Easy Liner® and Shurtape® brands. The company is a subsidiary of Shurtape Technologies, LLC, Hickory, N.C., an industry-leading producer of pressure sensitive masking, duct, packaging and specialty tape products, with facilities in the United States, Canada, United Kingdom, Germany, Mexico, Peru, United Arab Emirates and China. Shurtape services numerous markets, including industrial, packaging, HVAC, professional paint, auto, marine, aerospace, arts and entertainment, and retail. Shurtape also manufactures and markets the Shurtape® and Kip® brands. Visit ShurTech.com for more information.

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