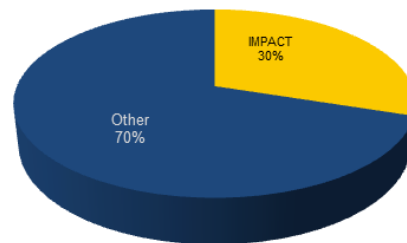


Why IMPACT?

- 45% of users own an impact driver
- Users are using impact drivers 27% of the time
- 75% of users are using them on a daily and/or weekly basis
- Impact is approximately 30% of the fastener drive market.

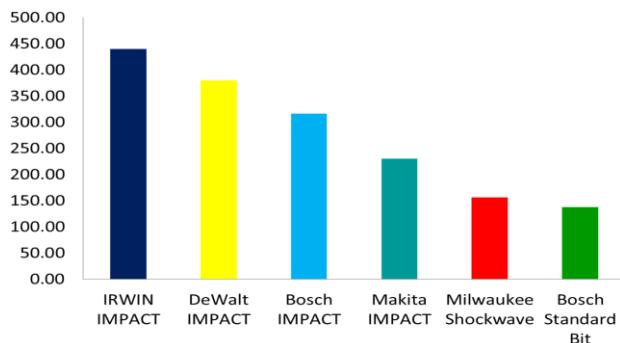


Competitor Claims

CLAIMS	Milwaukee Shockwave	IMPACT PERFORMANCE SERIES
Life	<ul style="list-style-type: none"> • Up to 10x more life 	<ul style="list-style-type: none"> • Forged bit for superior fitment, which reduces stripping and increases life of bit 3X
Durability	<ul style="list-style-type: none"> • Shock Zone geometry to absorb impact • Compressed forged tip delivers an ideal fit and eliminates breakage 	<ul style="list-style-type: none"> • Manufactured with heavy-duty, high-grade steel to withstand high torque output

BIT LIFE

(Average Cycles Before Failure; Phillips, Square, Torx Bits)



	IRWIN TOOLS	Milwaukee	IRWIN vs. Milwaukee % Difference
	List Price	List Price	
	\$0.86	\$0.86	0.00%
	\$1.75	\$2.35	-25.74%
	\$4.38	\$6.00	-27.00%
	\$2.16	\$4.20	-48.57%

	1" Insert	2" Power	3" Power	4" Power	6" Power		
#1	X						
#2	X	X	X				X
#3	X	X					
	1" Insert	2" Power	3" Power	4" Power	6" Power		
#1	X	X					
#2	X	X	X				X
#3	X	X					
	1" Insert	2" Power	2-3/4" Power	3-1/2" Power	6" Power		1" Insert
T6							T6
T7							T7
T8							T8
T9							T9
T10							T10
T15		X					T15
T20		X					T20
T25		X					T25
T27							T27
T30		X					T30
T40							T40
	1-7/8"	2-9/16"	4"	6"			
1/4"	X	X					
5/16"	X	X					
3/8"	X	X					
7/16"	X	X					
Socket Adaptor		1/4"	3/8"	1/2"			
2"		X	X	X			
Bit Holder		2-1/4"		3"			
		X		X			

KEY:

X	In IRWIN & Competitor Assortment
	In IRWIN Assortment Only
	In Neither IRWIN nor Competitor Assortment