



DeMask

Public Relations + Marketing + Strategic Counsel

PRESS RELEASE

FOR IMMEDIATE USE

“Pink for a Purpose” Hammer Is Ideal Spring Gift for Female DIYers

- 70 Percent of Tomboy Tools’ Net Proceeds Goes To Susan G. Komen for the Cure Foundation -

DENVER February 21, 2007 – As Spring approaches, Tomboy Tools’ “Pink for a Purpose” Hammer stands tall above other home-related gifts. The hammer, available online at www.tomboytools.com, is part of an annual giving campaign in which 70 percent of all net proceeds from the pink hammers will benefit the Susan G. Komen for the Cure Foundation, formerly the Susan G. Komen Breast Cancer Foundation.

The “Hammer Out Breast Cancer” campaign was launched last fall, when Tomboy Tools committed to give \$6 of every hammer sold to breast cancer research. Tomboy Tools has committed \$100,000 as a minimum contribution that the company will make to Susan G. Komen for the Cure by August 30th, 2007.

“With the home remodeling and decorating season upon us, we’d like to remind people that this is a great opportunity to make a contribution to breast cancer research simply by purchasing a pink hammer,” said Tomboy Tools CEO Janet Rickstrew. “We’re proud to be affiliated with Susan G. Komen for the Cure and we hope to exceed our target giving goal. This is a great gift for mom, your wife or even for yourself, and you’re helping breast cancer research at the same time.”

The “Pink for a Purpose” hammers are available online at www.tomboytools.com by clicking on the pink hammer on the home page.

About Tomboy Tools, Inc.

Founded in 2000, Tomboy Tools is the only provider of hands-on education and high-quality tools for women. Tomboy Tools are for sale individually, in tool combos and in specialty kits for projects such as tiling, drywall, plumbing and woodworking. At in-home “tool parties,” guests see products and basic home improvement repairs in action, learn simple and cost-efficient techniques and gain the confidence to tackle basic home improvement projects on their own. Tool parties are held nationally by over 900 consultants and serve in helping build confidence in women and their role in home improvement. For more information, visit www.tomboytools.com or call (866) 260-1893.

Media Contact:

Ed DeMask

DeMask Marketing, 630-389-0572

ed@demaskmarketing.com