



PRESS RELEASE
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FOR IMMEDIATE RELEASE

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Ken-Tool Announces First "Quest for the Best" Winner

AKRON, Ohio - (July 16, 2010) - Ken-Tool, a provider of specialty hand tools for nearly 90 years, announces its first winner of the "Quest for the Best: Show Us How You Do It" online video contest.

The winner, John "Junior" Blackmar of Kissimmee, Fla., showed off his toolbox full of Ken-Tool products, and ended with a demonstration of a roadside service call. Blackmar said he gets all of his Ken-Tool supplies from his Florida Tire Supply dealer, Kurt Brown, in Auburndale, Fla. Rock Tyson, Ken-Tool Vice President of Sales and Marketing, presented Blackmar with a \$500 check for his winning submission.



The monthly contest, which kicked off June 1, encourages Ken-Tool end users to flaunt their tire-changing and mechanical skills by recording themselves in a short product demonstration video. The video can then be easily uploaded to a dedicated Web site and every month, one winner is selected to win \$500 based on their skill, originality and performance.



Rock Tyson (right) presents John "Junior" Blackmar (left) with a \$500 check for his winning submission to Ken-Tool's Quest for the Best video contest.

"We decided to start the Quest for the Best contest because we offer hundreds of unique tire-changing and automotive tools, and most of the products have a multitude of applications," explained Tyson. "We wanted a way to showcase this versatility, but we wanted it to come from real people - from Ken-Tool end users. I was really impressed by the variety of tools Junior uses while on the job and also by his mechanical skills."

For up-to-the-minute contest updates and tips for hitting the jackpot, follow Ken-Tool on Twitter at [Ken_Tool](#). To learn more about Ken-Tool's Quest for the Best contest, watch the "Show Us How You Do It" instructional video on Ken-Tool's YouTube channel, www.youtube.com/user/KenToolVideoMedia, or visit www.kentool.com.

A complete copy of the Ken-Tool's Quest for the Best terms and conditions are available online at www.kentool.com.

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