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The Gorilla™ Brand Gets Even Tougher with the Launch of the New Gorilla™ Epoxy

Complements Growing Line of Stronger and Faster Adhesive Solutions for Any Project

CINCINNATI (March 1, 2009) – Do-it-yourselfers and professionals looking for a stronger, easier-to-use, quicker-setting epoxy now have a Gorilla™ of an option.

Gorilla Epoxy combines high impact resistance with an uncommonly strong bond in a five-minute set formula. A familiar complaint among quick-setting epoxy users is a brittle bond, requiring jobs to be re-done. Gorilla Glue has toughened its epoxy formula with urethane hybrid technology that improves overall strength and flexibility, so consumers can be more confident in a permanent fix the first time.

In addition to the improved strength and flexibility, Gorilla Epoxy also features:

- Structural, gap-filling and “drillable” formula for challenging projects
- An all-purpose formula that easily bonds steel, wood, aluminum, ceramic and much more
- Resistance to solvents including: water, chemicals, fuel, motor oils, transmission and hydraulic fluids, anti-freeze, alcohol and grease
- Low VOC and non-toxic once cured

“Epoxies can be intimidating for users,” says Jennifer Dowdall, vice president of marketing and innovation at Gorilla Glue. “We wanted to add our Gorilla toughness to the category while making the product as easy as possible to use and apply.”

Gorilla Epoxy comes in a reusable syringe that dispenses evenly and has a cap for multiple uses and extended shelf-life.

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About the Gorilla Glue Company

Headquartered in Cincinnati, Ohio, the Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company revamped the retail adhesive landscape with its 1999 introduction of the wildly popular Gorilla Glue, a unique, all-purpose adhesive with an amazing ability to bond almost any material including wood, ceramic, stone, metal and more.

On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape®, Gorilla™ Super Glue Impact-Tough® Formula, Gorilla™ Wood Glue, and Gorilla™ Epoxy, further solidifying the brand's reputation as the "go-to" product line FOR THE TOUGHEST JOBS ON PLANET EARTH®.

Gorilla products have earned recognition for performance and innovation from multiple media outlets including *Popular Science* magazine's Best of What's New Award and *Popular Mechanics* Editor's Choice Awards. The products also bear the *Good Housekeeping* Seal. Gorilla brand products are proudly made in the U.S.A.

For more information, visit www.gorillatough.com or call (800) 966-3458.