

For Immediate Release

Contact: Mike Gertz
303-688-3966 x138
mikeg@magnetsource.com

Magnet Source® Center Attracts Impulse Sales for Retailers

Master Magnetics Adds Free P.O.P. Graphics and Display to Retailer Program

Castle Rock, CO October 30, 2013 - Master Magnetics, Inc. (The Magnet Source®) added to the value of their industry-leading line of over 250 retail-packaged magnets with more free merchandising support for retailers. The Magnet Source® Center helps create more awareness of the many uses for magnets in the home, garage, school, office and on the jobsite. Magnets have always fascinated people with their mysterious power, simplicity and functionality. That's why attention-getting POP graphics for magnets help retailers increase impulse sales by drawing in their customers to discover the versatile attraction of magnets.

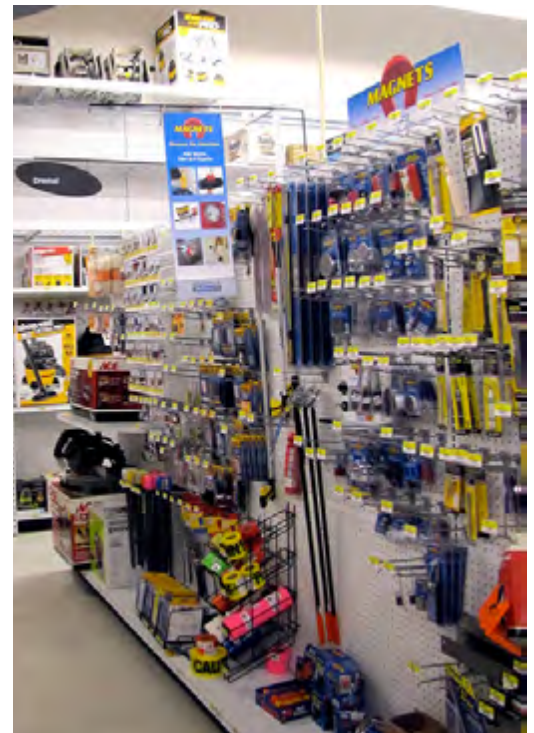


The Magnet Source® Center is comprised of:

- A colorful header sign to anchor an in-line magnet planogram. Easily and quickly attaches with a single channel magnet to the top of the gondola.
- A hanging aisle banner to attract attention from main aisles. Options include a magnet-mount or extended metal hanger.
- A metal “Try me” demo board to add an interactive component and an opportunity for customers to feel the strength of the magnets.



The interactive metal demo board (left), engages customers with the fascination of magnetic attraction. This allows them to feel the strength of the magnets, and be sure it's right for their application. The colorful graphics help customers find and discover the attraction in this Ace Hardware store in Greenwood Village, Colorado (above right).



Retailers interested in a Magnet Source® Center for their stores can request any or all of the Magnet Source® Center components at www.magnetsource.com/msc_retailer or call 1 888-293-9190.

Retail-Packaged Magnets

The Magnet Source® brand is a proven profit center for retail markets with over 250 SKUs, trilingual packaging and customized planograms. The complete line includes retail-packaged magnets for Hardware, Home Improvement, Automotive, Craft, Hobby, Office/School Supplies and Housewares categories. The Magnet Source® brand magnets are **available at local and national retailers** throughout North America.



About Master Magnetics

Founded in 1976 and located in Castle Rock, Colorado, Master Magnetics, Inc. manufactures and distributes all types of magnets and magnetic devices for commercial, consumer and industrial use. The Magnet Source® brand is a trademark of Master Magnetics, Inc. and represents exceptional quality, expertise and customer service. For more information, call 1-888-293-9190 or visit www.magnetsource.com.