

PRESS RELEASE

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WORLD FACTORY™

INNOVATIVE PRODUCT DEVELOPMENT

Ace Hardware Market 2009

October 23, 2009 – Atlanta, Georgia

World Factory, Inc. and Ace Hardware continue to invest in PowerGlide Branded Tools. PowerGlide was the star of the 2009 Ace Hardware Market for World Factory. The event was highlighted by our new "Ms. PowerGlide" awarding a gift card to an Ace Member. Next year Ms. PowerGlide will be raffling off two tickets to the Super Bowl in Dallas, Texas.

"PowerGlide Tools have been a staple at Ace for over 6 years," said Vice President of Sales, Heath Hotle. "As a standard and benefit to Ace we continue to invest in PowerGlide Technology, Quality Control, and Customer Service," said Hotle. Hotle went on to say, "We want to keep the PowerGlide Brand fresh and updated for Ace. Ace has been a great client partner of ours for almost a decade."

Additionally, World Factory had items highlighted in the "New Innovations Theatre" which was a focus for this show. Our presentation was among other manufacturers and we were honored to gain presence among this group.

