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FOR IMMEDIATE RELEASE

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LORD CORPORATION OFFERS BUMPER REPAIR KIT PROMOTION

(Cary, NC – April 7, 2010) – LORD Corporation, maker of Fusor® Automotive Repair Adhesives -- the leading metal and composite bonding solution for automotive body repair – has announced their latest promotion – a unique mobile bumper repair kit and an in-shop training clinic.

The kit, designed to show shops how to make a profit repairing plastic bumper covers, includes a mobile shop cart as well as a variety of OEM repair products from LORD. According to Ed Staquet, LORD Senior Technical Support Manager, these products are not only easier to use as compared to competing products, but they reduce the number of products required to do the job right the first time. Further, the in-shop clinic is a 30 minute hands-on review of the best practices and processes needed to profitably repair today's plastic bumper covers.

This offer, valid April 15 through June 30, also includes a money back guarantee. For additional information, contact your Fusor jobber, visit www.lord.com/fusor or call 1-877-ASK-LORD (275-5673).

Developed by LORD Corporation, a pioneer and global leader in the development and manufacture of high-performance bonding solutions for more than 50 years, Fusor products have been a proven solution in the aftermarket for more than a decade. In addition to a wide range of acrylic, epoxy and urethane products for metal and plastic bonding and repair, Fusor offers a line of sealers, foams, guns and other accessories.

With headquarters in Cary, N.C., USA, and sales in excess of \$700-MM, LORD Corporation is a privately-held company that designs, manufactures and markets devices and systems to manage mechanical motion and control noise and vibration; formulates, produces and sells general purpose and specialty adhesives and coatings; and develops products and systems utilizing magnetically responsive technologies. With manufacturing in nine countries and offices in more than 15 major business centers, LORD Corporation employs more than 2,400 worldwide. Visit www.lord.com for more information.

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