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GLADIATOR® GARAGEWORKS SHOWCASES THE VALUE OF AN ORGANIZED GARAGE AT 2009 INTERNATIONAL BUILDERS' SHOW

LAS VEGAS — Jan. 20, 2009 — While value is relative, the value of an organized garage is certain. At this year's International Builders' Show (IBS), Gladiator® GarageWorks will show consumers how to maximize garage value with innovative, versatile organizational products. Gladiator brand's modular system allows homeowners to add and expand garage organization products incrementally according to their needs and budgets.

On the IBS show floor, Gladiator® GarageWorks will unveil "before" and "after" scenes of a typical American garage, juxtaposing disorganization with actual, organized garage zones to accommodate recycling, sports equipment, gardening supplies, home project workbenches and tools. The booth will visually demonstrate how Gladiator® GarageWorks products help solve garage storage issues by enhancing existing garage space.

"The Gladiator brand offers a wide range of organizational products that allow homeowners to create customized zones to suit their needs," said Lou Ann Schafer, senior marketing manager, Gladiator® GarageWorks. "While garage organization may seem like nothing more than a chore, if done properly and with the right products, it can add tremendous value to your home and life."

To illustrate and educate consumers on the benefits of an organized garage, the Gladiator brand will host Jennene Shanholtz, a licensed real estate agent for Prudential Americana Group Realtors in Las Vegas, Nev., at the IBS show booth. According to Shanholtz, the increasing popularity of the garage is impacting the market price of a home and influencing the purchasing decisions of homebuyers.

"An organized garage can increase the value of your home and also give a good impression of how the rest of the home is being kept," said Shanholtz. "Like any other room, the garage - and how it is kept - is a major consideration for homebuyers."

Whether helping to spark the interest of a homebuyer, protecting valuables or saving time looking for misplaced items, garage organization is proving to be a worthwhile investment. As Gladiator brand's booth will show, the garage is a versatile room that can be used as a workshop, artist's studio, home office, kids' play room and more with the proper garage organization products.

For more information, visit www.GladiatorGW.com.

About Gladiator® GarageWorks

Gladiator® GarageWorks is the leader in garage organization delivering innovative solutions that allow garage owners to organize their space in a way that suits their individual storage needs. It is the only garage organization system to offer coordinated appliances designed for the harsh garage environment.

Gladiator® GarageWorks offers a Premier pre-assembled line and Ready-to-Assemble line for do-it-yourselfers. Products are available through local garage dealers, retailers including Sears and Lowe's or via www.GladiatorGW.com.

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