for immediate release

Hurricane Season 2014 and a 15% Discount on ShutterUp® Hurricane Latches for a Limited Time

TORRINGTON, CT Hurricane season is upon the nation. Norse's ShutterUp® quick-hang hurricane latching system for storm shutters has been discounted 15% until August 31, 2014. Contractor discounts are always available.

ShutterUp Latches provide a rugged, affordable alternative to expensive custom window shutters. Installation is easy for do-it-yourselfers. ShutterUp Latches protect any opening from small to very large: windows and doors, sliding doors, store fronts, and bay, bow and picture windows.

ShutterUp Latches carry Florida Building Code Product Approval (FPA# 15640) and Texas Department of Insurance approval (SHU-197) for use in designated catastrophe areas on the Texas Gulf Coast. Carrying approvals in these states, which have the nation's most rigorous testing regimens, ensures contractors and homeowners of bona-fide hurricane protection.

ShutterUp Latches have also been independently tested to meet ASTM E330, E1866 and E1996 standards for protection against atmospheric pressure and storm-driven debris.

Important features of ShutterUp Latches include: clamping force of 500 lbs each latch; installs on stucco, block, brick and wood; covers angular and large openings; powder-coated steel construction; once installed, shutters hang in as little as 15 seconds per opening.

ShutterUp latches are available in six kits: surface mounting; flush mounting; side-by-side mounting; mounting around corners; attaching to window sills; and attaching to flooring (including concrete). Kits ship with mounting hardware and installation template.

Engineering assistance is always available for optimal latch and receiver selection.

Contractor discounts are available by contacting the factory.

ShutterUp Latches can be viewed and purchased online at: www.ShutterUpLatches.com.

ShutterUp Latches is a registered trademark of Norse, Inc.

About Norse Latches

Since 1960, Norse Inc. has engineered and manufactured America's most versatile latching systems with literally thousands of configurations possible. Sales are worldwide. Proprietary

PAGE 1 OF 2



for immediate release

spring-loaded latching mechanisms provide high clamping forces from 200 to over 500 pounds per latch. Latches are vibration proof, surface mounted or mortised, remotely operable, gangable, with steel construction and various plating options. Sealed units available. For wood, metal, plastic and other applications including: military enclosures, aircraft emergency exit ramps, hurricane shutters, security shutters for seasonal home closure, electronic cabinets, exhibits and displays, machine enclosures, pre-fab structures, pre-fab furniture, windows, doors, sectional walls, sectional flooring, kiosks, store fixtures, industrial hoods, sealed cases, shields, clamping devices, stair rails, quick release machine guards, wall attachments, stage sets and props, shipping crates, sealed containers, display and instrument cases, access panels, refrigerator rooms, saunas, camper caps, trailer covers, solar panels, countertops and conference tables, accent columns, T (temporary) shelters, etc.

For further information please contact: Chris Langer at Norse, Inc. 860-482-1532 email: chris@norse-inc.com www.Norse-Inc.com

#

PAGE 2 OF 2

