



TriMas' Cequent Granted Rights to LifeLong(R) Locks Technology

BLOOMFIELD HILLS, Mich., Aug. 21 /PRNewswire-FirstCall/ -- TriMas Corporation (NYSE: TRS) -- a diversified growth company of highly-engineered, specialty niche businesses -- today announced that Cequent Consumer Products, Inc., part of its Recreational Accessories business segment, has been granted an exclusive, worldwide license for LifeLong® Locks towing and trailer lock technology. LifeLong Locks, LLC based in Mooresville, North Carolina, manufactures premium, highly theft-resistant, patented locks. The complimentary addition of the LifeLong® Locks technology to the existing product portfolio enables Cequent Consumer Products to offer the most comprehensive and technologically advanced lock offering in the towing and trailer industry.

"The unique shaft design and patented ball bearing locking system truly creates the strongest, most theft-resistant trailer locks on the market, and further enhances the Reese Towpower branded line of locks," commented John Aleva, President of Cequent Consumer Products. "As we face demand challenges in many of the end markets of our Cequent business, we continue to focus on developing innovative products to gain market share and expanding our customer base to mitigate this negative pressure. We are pleased to join forces with LifeLong Locks in the cooperative development of new and innovative products for the towing and trailer industry."

About LifeLong Locks, LLC

LifeLong Locks, LLC is a successful developer, marketer and distributor of towing and trailer locks with increasing national distribution. It is a division of The Bellota Group, a Mooresville, North Carolina company focused on unlocking the marketplace potential of innovative ideas in a broad range of consumer product categories.

About Cequent Consumer Products, Inc. and TriMas Corporation

Cequent Consumer Products, Inc. is part of the Recreational Accessories business segment of TriMas Corporation. Headquartered in Bloomfield Hills, Michigan, TriMas (NYSE: TRS) is a diversified growth company of specialty niche businesses manufacturing a variety of highly engineered products for commercial, industrial and consumer markets worldwide. TriMas Corporation is organized into five strategic business segments: Packaging Systems, Energy Products, Industrial Specialties, RV & Trailer Products, and Recreational Accessories. TriMas Corporation has nearly 5,000 employees at 70 different facilities in 10 countries. For additional information, please visit www.trimascorp.com.

SOURCE TriMas Corporation

CONTACT:

Sherry Lauderback
Vice President, Investor Relations & Communications
TriMas Corporation
+1-248-631-5506
sherrylauderback@trimascorp.com