

Robert Bosch Tool Corporation and Simpson Strong-Tie Form Strategic Alliance

Agreement allows companies to jointly address opportunities in fast-growing concrete construction industry

Distribution partners of both companies benefit from improved competition through value-engineered anchoring solutions

- ▶ Alliance will provide sales, marketing and product development opportunities in the concrete construction market for both companies
- ▶ Bosch/Simpson Strong-Tie installation system will improve user efficiency and productivity
- ▶ System will drive quality business to distribution partners

Mount Prospect, Illinois – Robert Bosch Tool Corporation, the world’s leading manufacturer of professional power tools and accessories, and Simpson Strong-Tie Company Inc., Pleasanton, Calif., a leading provider of concrete, masonry and anchor repair solutions, today signed an agreement to form a strategic alliance that will allow the companies to jointly pursue sales, marketing and product development opportunities in the concrete construction market.

The new sales combination gives the companies’ distribution partners and customers’ access to the broadest commercial and residential product portfolio in the concrete construction industry. The strategic alliance will give distributors the opportunity to compete effectively and take market share from direct sellers.

“Both the Bosch and Simpson Strong-Tie brands are synonymous with trust, integrity and quality in the concrete and masonry markets,” said Terry Horan, president and CEO, Robert Bosch Tool Corporation, North America. “This strategic alliance will leverage both companies’ engineering strengths, manufacturing practices and sales expertise to deliver anchoring and fastening solutions that meet building code requirements and improve productivity for installers.”

The alliance seeks to bring to market a complete Bosch/Simpson Strong-Tie installation system, including adhesive and mechanical anchors, as well as demolition and rotary hammers and accessories, and to improve efficiency and productivity for customers. The new venture also will provide joint jobsite training to installers and will offer distribution partners a variety of sales and marketing benefits.

“The alliance between our two companies will give our distribution partners a better way to compete against direct sellers,” said Terry Kingsfather, president, Simpson Strong-Tie. “By combining Bosch’s expertise in power tools and accessory systems with the Simpson Strong-Tie focus on providing specified, value-engineered anchoring solutions, we can drive quality business to our partners and provide customers with even better solutions.”

To learn more, please contact Bosch at <http://www.boschtools.com> / 877-BOSCH-99 or Simpson Strong-Tie at <http://www.strongtie.com> / 800-999-5099.

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About Bosch

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, more than 300,000 associates generated sales of \$71.5 billion in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal year 2011. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent more than \$5.5 billion for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Further information is available online at www.bosch.com and www.bosch-press.com.

About Simpson Strong-Tie Company, Inc.

For more than 55 years, Simpson Strong-Tie has focused on creating structural products that help people build safer and stronger homes and buildings. Considered a leader in structural systems research, testing and innovation, Simpson Strong-Tie works closely with industry professionals to provide code-listed, field-tested products and value engineered solutions. Its structural products are recognized for helping structures resist high winds, hurricanes and seismic forces. The company's extensive product offering includes connectors, fasteners, fastening systems, lateral force resisting systems, anchors and products for concrete repair, strengthening and protection. Simpson Strong-Tie is committed to helping customers succeed by providing exceptional products, full-service engineering and field support, product testing and training. For more information, visit the company's website at www.strongtie.com.

About Robert Bosch Tool Corporation

Robert Bosch Tool Corporation in North America, was formed in January 2003 when Robert Bosch GmbH combined its North American power tool, accessory and lawn and garden divisions into one organization. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has become synonymous with engineering excellence. With 18,000 employees worldwide and 3,500 in North America, the Robert Bosch Tool Corporation is a world leader in the design, manufacture and sale of power tools, rotary and oscillating tools, accessories, laser and optical leveling and range finding tools, and garden and watering equipment.