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DREMEL® BOOSTS ITS OSCILLATING PERFORMANCE WITH NEW MULTI-MAX™ TOOL

*New Dremel Multi-Max MM20 features enhanced performance,
helping consumers tackle their home improvement to-do lists*

MOUNT PROSPECT, Ill., September 8, 2011 –Dremel® is taking its oscillating tools up a notch. A new, high-performance tool, the Dremel Multi-Max™ MM20 allows users to tackle a wider array of oscillating applications with increased tool power and capabilities – making any task on a do-it-yourselfer or remodeler’s to-do list that much easier to complete.

Tool

The Dremel Multi-Max MM20’s 2.3 amp motor is more powerful than the Dremel brand’s current oscillating tool, enhancing tool performance and allowing for faster, more precise cuts in a wide variety of materials. With a variable speed range of 10,000 – 21,000 oscillations per minute, the MM20 allows DIYers to power through their to-do lists with detail, precision and optimal performance.

The tool also features strategic vent locations and an improved fan design, enabling the MM20 to run cooler and more smoothly than other oscillating tools for increased comfort when handling over an extended period of time. An extended length 7-foot rubber cord allow users to handle the tool with ease while cutting, sanding, scraping, grinding and removing grout in their homes or workspaces. The MM20 also boasts a new line of cutting accessories with expanded cutting width and depth that enables users to cut through more material in a shorter amount of time. These enhanced blades make precise cuts through tough materials such as hard woods, framing lumber and 2x4s, and continue to utilize the brand’s Quick Fit™ accessory interface, making accessory changes twice as fast as similar oscillating tool systems.

“The Dremel Multi-Max MM20 delivers exactly what I’m looking for from an oscillating tool,” said expert craftsman Chip Wade, of HGTV’s “Curb Appeal: The Block” and “Designed to Sell.” “Not only is it fast and powerful, but it’s comfortable to use and easy to afford.”

Projects

The No. 1 area that homeowners would most like to update (30%) in 2011 is their kitchen*, according to a recent Dremel survey of American homeowners. However, bathrooms top the list as the No. 1 area homeowners actually plan to include in their 2011 home improvement project lists (36%)*. The Dremel Multi-Max MM20 is a great resource for crossing these popular projects off consumers’ to-do lists:

RegROUT shower/bath area

No one wants to spend time in a bathroom that permanently appears dirty. In fact, nearly half of consumers (48%) choose do-it-yourself projects to help them clean or freshen up a space*. RegROUTing your old bath or shower area is a quick and easy way to give your bathroom a facelift:

1. To protect your shower/bath area, line the edge of the tile or work area with tape. Then, insert the MM501 1/16-Inch or MM500 1/8-Inch Carbide Grout Blade into the Dremel Multi-Max MM20 tool and secure. Set the tool to medium to high speed
2. Slowly guide the blade into the grout. In smooth, even motions, push the tool along the grout line to begin removal. Depending on how hard the grout is, more than one pass may be required. If needed, rotate the blade to get into tight corners – remember to unplug the tool before changing the blade

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3. Keep the blade parallel to whatever ledge you're working with, allowing the tool to meet the wall at a right angle. To avoid scratching, do not allow it to rest on any ledges. To control plunge depth, use the carbide grit line on the blade as an indicator. Do not plunge beyond grit line to prevent harming the backer board. When finished, dust off edges of your tile and remove the tape
4. Apply new grout to the desired areas and allow to dry

The Dremel Multi-Max MM20 will be available at most hardware and home improvement centers nationwide in September and will retail for a suggested price of \$99.99 USD and \$119 CAD.

For additional editorial information and high-resolution images, please visit the Dremel newsroom at www.dremelnewsroom.com. For more tips on "Tackling America's To-Do List" and to view project videos featuring Chip Wade, visit the brand's Facebook page at www.Facebook.com/Dremel.

About Dremel

Since inventing the high-speed rotary tool more than 75 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing creative solutions for hands-on professionals, homeowners, craftspeople and artists alike. The Dremel brand's leadership in design and manufacturing has made it the top selling rotary tool in the world, a reflection of the company's commitment to innovation and quality.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., Dremel continues to build upon this legacy with a full line of high-performance rotary tools and rotary tool attachments and accessories, specialty tools and an oscillating tool and oscillating accessories, delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on the Dremel brand to provide the satisfaction of a job well done.

For information on Dremel products, project ideas and problem-solving tips, visit us at www.dremel.com or call Dremel at 1-800-437-3635.

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**According to a recent Zoomerang survey of 500 American homeowners conducted by Dremel.*

Editor's Note: Dremel® is a registered brand name and is used as an adjective to describe the products made by the Dremel brand.