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DREMEL® PARTNERS WITH CHIP WADE TO TACKLE AMERICA'S TO-DO LIST

National survey launches online video series featuring expert craftsman and HGTV personality on brand Facebook page

MOUNT PROSPECT, Ill., June 14, 2011 – The Dremel® brand has partnered with expert craftsman Chip Wade, of HGTV's "Curb Appeal: The Block" and "Designed to Sell," to conquer one feat this year: 'Tackling America's To-Do List.' Launching this month on the Dremel Facebook page, Wade will lead viewers through step-by-step instructions and tool recommendations for tackling what a national survey revealed are among the top projects on homeowners' to-do lists.

"So many people have a to-do list of home improvement projects they would like to complete, but without the right directions and materials, people can become discouraged and let these tasks fall by the wayside," said Wade. "I'm happy to be partnering with Dremel to provide Americans with the tool solutions, project ideas and expert advice they need to successfully cross projects off their lists for an accomplished 2011."

A new video will be released monthly on www.Facebook.com/Dremel revealing expert advice to help Americans tackle their DIY projects using Dremel tools, including: installing base molding in a living room or bedroom, routing a groove in molding to hide cables and other wires, replacing broken bathroom floor tiles, smoothing out a weathered deck for re-staining or painting and adding a backsplash to a kitchen wall.

Survey Results

The Dremel brand surveyed 500 homeowners to uncover America's top projects as well as discover what motivating factors lay behind them. The key insights and statistics are listed below:

- More than two-thirds of American homeowners (67 percent) plan to tackle a home improvement project in 2011
- A whopping 78 percent plan to roll up their sleeves and do-it-themselves this year by utilizing household members to complete their 2011 to-dos
- The No. 1 room homeowners would most like to update is the kitchen; however the bathroom tops the list as the No. 1 home area consumers actually plan to renovate this year (36 percent)
- Almost half of respondents shared that they take on projects primarily to improve the value of their homes (45 percent) and one third desired to change or freshen up their décor (30 percent)
- The No. 1 reason consumers select specific DIY projects is a tie between replacing worn out materials (48 percent) and cleaning or freshening the home
- It's no surprise that men and women choose projects based on different criteria, with survey results showing women are more likely to select projects that organize clutter (24 percent) while men would prefer to focus on fixing broken items (14 percent)

Tackling America's To-Do List

While the 'Tackling America's To-Do List' video series and program featuring Chip Wade lives primarily on the Dremel Facebook page, videos will also be available on the Dremel brand's YouTube channel. Project steps highlighted in the videos will be available for download on www.Dremel.com as an easy reference for consumers seeking to start their own home improvement projects. As part of his partnership with Dremel, Wade will lend his expertise and advice to DIYers as he answers questions on the Dremel Facebook page and on Twitter, where he will host chats for consumers.

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For additional editorial information, high-resolution images and step-by-step project directions, please visit the Dremel newsroom at www.dremelnewsroom.com.

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.