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**DREMEL® EXPANDS VERSATILE TOOL SYSTEM LINEUP WITH NEW DREMEL 3000**

*Corded rotary tool helps consumers tackle their to-do lists*

MOUNT PROSPECT, Ill., July 18, 2011 – For the two-thirds of American homeowners planning to tackle a home improvement project in 2011\*, their to-do lists just got easier thanks to a new Dremel® tool hitting store shelves this fall. The Dremel 3000, a revamped version of the brand's staple rotary tool, the Dremel 300 Series, features key upgrades that enhance the tool's comfort and functionality, offering users a clear solution for do-it-yourself, hobby and craft project needs.

“The Dremel 3000's easy handling and sleek design have made it a staple in my workshop,” said expert craftsman Chip Wade of HGTV's “Curb Appeal: The Block” and “Designed to Sell.” “The EZ Twist nose cap makes accessory changes a snap, so I've found myself reaching for the tool often when I need to make a quick material modification.”

**Dremel 3000**

The Dremel 3000 makes over the brand's most popular rotary tool, featuring innovative, user-requested upgrades to the tool's design, function and ergonomics. The tool also features the brand's first EZ Twist™ nose cap design, featuring an integrated wrench that allows the nose cap to be used as a wrench to tighten accessories and eliminates the need for a separate wrench. The tool is shorter than its predecessor, the Dremel 300 Series, while achieving a 1.2 amp rating to provide users with even more control for precision and detailed work.

Combined with a more efficient fan design and side vents to provide a cooler running tool, the Dremel 3000's low noise and vibration offers users a comfortable tool experience for extended periods of time. The tool also features a new industrial and symmetrical design including a trumpet-shaped nose cap to facilitate a pencil grip tool hold. The Dremel 3000 is ideal for applications including cutting, grinding, sanding, carving and polishing a variety of materials.

The Dremel 3000 will be available beginning in September at most hardware stores and home improvement centers nationwide for a SRP of \$55 to \$75 USD and \$69 to \$89 CAD.

**Project: Installing Gutter Guard**

Outdoor projects ranked high on the list of home improvement projects consumers told Dremel they plan to tackle in 2011, with a quarter of survey respondents (26%) stating that their yard/driveway/walkways would get an update this year, while another quarter (25%) stated they planned to tackle their outdoor deck/patio\*. With the Dremel 3000, EZ402 Mandrel and EZ456 EZ Lock™ Cut-Off Wheel, consumers can safeguard their gutters and protect their home from water damage by adding gutter guard in five simple steps:

1. Measure length of gutter
2. Measure gutter guard to corresponding length and mark where cut is needed
3. Insert EZ402 Mandrel into tool and attach the EZ456 EZ Lock Cut-Off Wheel
4. Follow line while making cut
5. Once cut to size, snap gutter guard on to gutter. Be sure gutters are clear of debris before attaching

For additional editorial information and high-resolution images, please visit the Dremel newsroom at [www.dremelnewsroom.com](http://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](http://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](http://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.*