



FOR IMMEDIATE RELEASE

Liquid Wrench signs on as title sponsor of the Life Size Mousetrap

Life-size production of childhood board game designed to showcase science in everyday life

Charlotte, N.C. – April 29, 2014 – Liquid Wrench recently announced its title sponsorship of the Life Size Mousetrap, a 25-ton version of the favorite childhood board game, Mouse Trap. Developed to teach children and adults about the physics of everyday life, the Life Size Mousetrap is made up of several large sculptures, created from recycled material, that mimic the game's mouse trap structure. The production tours the country with stops at festivals and science centers.

The Life Size Mousetrap features the six simple machines – lever, wheel and axle, pulley, inclined plane, wedge and screw. Liquid Wrench serves as the seventh, using its premium lubricating technology formulated with Cerflon® to keep the machines running smoothly. The machines showcase basic science and engineering principles in a fun demonstration as Mark Perez, the production's creator and emcee, takes audiences through a modified version of the game.

A group of do-it-yourself production artists and performers, known as Makers, assemble and showcase the sculptures. This group, mostly volunteers, is dedicated to making science fun by sharing a large-scale experience of the scientific principles that govern the world.

The Maker movement is gaining momentum, with people of all ages showing interest in the idea of designing and building - from machines to technology to woodworking. The Life Size Mousetrap furthers this movement by traveling to Maker Faires throughout the year – festivals celebrating invention, creativity and resourcefulness.

“The Life Size Mousetrap is about celebrating the ability to create, build and share for innovation,” said Chris Ott, category manager for Liquid Wrench. “This partnership allows us to show our support for the Maker movement, and how Liquid Wrench can serve as a tool for DIYers in any project.”

About Radiator Specialty Company

With more than 1,600 customers in 81 countries around the globe, Radiator Specialty Company (RSC) today develops, manufactures and markets high performance products for auto, motorcycle, plumbing and hardware industrial applications. RSC products are manufactured at its 400,000 square foot operations facility in Indian Trail, North Carolina, which is ISO 9001-2008 Certified and includes eight state of the art production lines with an SAP Operating System. RSC trademarked brands include Liquid Wrench®, Gunk®, MotorMedic®, Tite-Seal® and Solder Seal®. Founded in 1924, RSC is headquartered at 600 Radiator Road, Indian Trail, NC 28079. For more information call 877-464-4865, or visit www.RSCBrands.com.

About Life Size Mousetrap

Completed in 2005 by Mark Perez, the Life Size Mousetrap is the classic board game miniature turned life size. The 25-ton structure is created from wood, steel and recycled materials, combining Newtonian physics and large-scale art with performance. The traveling road show production is designed to give children and adults a real-life encounter with the scientific principles that govern the world. For more information visit www.lifesizemousetrap.org.