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Black & Decker Launches New Rechargeable Mower Providing Users Maximum Power and Control Without the Mess and Hassles of Gas

New Variable Speed Mower Keeps Personal Pace with Users

TOWSON, Md.

Black & Decker's new 36V Variable-Speed Self-Propelled Cordless Rechargeable Mower (SPCM1936) delivers the power and performance that consumers expect from Black & Decker without the mess and hassles of gas. This new rechargeable mower offers a self-propelled feature which allows users to adjust the mowing speed to their personal pace so they can achieve great cutting results with minimal effort.

"We designed our new 36V cordless, variable-speed self-propelled rechargeable mower with focus on both cutting efficiency and power. It's easy to use too with a soft start and a variable speed self drive motor, which allows our consumers to begin mowing without an abrupt start and tackle thick grass or uneven cutting terrain at a speed that's most comfortable for them," said John Weetenkamp, group product manager for Black & Decker. "Our new 36V rechargeable mower also enables users to do the same yard work as traditional gas mowers, but with fewer hassles and less mess."

Recognized as an industry leader in battery-powered outdoor equipment, Black & Decker's new cordless mower is yet another innovation in the company's growing outdoor equipment lineup. The new mower is a smart, no-mess, no-hassle alternative to gas powered lawn mowers. It saves users time on the job by eliminating the frustration of pull cords, the hassle of mixing gas and oil, trips to the gas station and costly engine maintenance. Instead, users can enjoy the freedom of cordless power with Black & Decker's new variable-speed mower – spending less time mowing their lawn and more time enjoying the yard.

Lawn mowers don't need to be gas to deliver enough power and runtime. Black & Decker's new 36 volt battery mower delivers enough run-time and power to cut up to a one-third of an acre home site on a single charge*. The lift-in/lift-out battery provides convenience too. It's easy for users to remove the battery from the mower and conveniently recharge it in the garage, shed or other area of the home.

Black & Decker's new mower also includes a number of additional innovative and consumer friendly features. The fold-up frame collapses for convenient storage. The durable and lightweight polymer cutting deck never rusts, is easy to clean, and comes with a lifetime warranty. The patented one-touch height adjustment can easily adjust the cutting height of all four wheels at once with the pull of a single lever.

The Black & Decker 36 Volt Cordless Variable-Speed, Self-Propelled Mower will be available March 1, 2011 for \$449.99 and comes with an unconditional 30-day money back guarantee and a two-year warranty.

*Based on average grass conditions.

36v
CORDLESS

About Black & Decker

Since 1910, Black & Decker has been setting the standard for innovation and design of power tools, accessories, outdoor yard care equipment, home cleaning products, automotive and lighting products, hardware and other home improvement products. The inventor of the first portable electric drill with pistol grip and trigger switch, Black & Decker has evolved from a small machine shop in Baltimore, Maryland to a global manufacturing and marketing powerhouse with a broad line of quality products used in and around the home and for commercial applications.



When users need to get work done, they trust Black & Decker for the products that will do the job efficiently and reliably. For more information on Black & Decker's extensive line of products, visit www.BlackandDecker.com or follow Black & Decker on Facebook and Twitter.