



## MSA Hopes Construction Sites "Go Pink" with Iconic V-Gard® Hard Hat

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### Company Partners with Susan G. Komen to Increase Breast Cancer Awareness

PITTSBURGH, Oct. 13, 2014 /PRNewswire/ -- As part of breast cancer awareness month, global safety equipment manufacturer MSA Safety Incorporated (NYSE: MSA) today announced that the company has established a one-year partnership with Susan G. Komen to continue to raise awareness of the widespread impact of breast cancer. The company, through its charitable foundation, donated \$25,000.

**1 in 8**  
**IT'S NOT TOO LATE**

1 in 8 women will be diagnosed  
with breast cancer in her lifetime.

susan G.  
komen



"MSA's mission is to see to it that men and women live and work in safety and health, and that's why we've partnered with Susan G. Komen in support of its mission to save lives and end breast cancer forever," said Stacy McMahan, Senior Vice President and Chief Financial Officer for MSA. "While awareness of this disease is increasing, many people still do not completely comprehend how widespread the effects of breast cancer really are. One in eight women will be diagnosed over a lifetime. And if our partnership helps just one of those women win that battle, or if it prompts one person to get a routine screening, we will consider it a success."

In addition to the official partnership, MSA has launched a special campaign to raise additional funds for Susan G. Komen. Through this campaign, called #powerpink, MSA is offering special head protection products, including MSA's iconic V-Gard® hard hats, in both light and hot pink. MSA will donate at least \$0.20 of each #powerpink product sold to MSA Channel partners to Susan G. Komen.

"Since we manufacture and sell a product that is worn every day by millions of construction and industrial workers around the world – the V-Gard hard hat – we thought what better way to generate awareness for breast cancer and Susan G. Komen than to encourage job sites to "go pink" in support," Ms. McMahan continued. She noted that in addition to donating funds for each #powerpink product sold, MSA also is honoring survivors and those currently fighting breast cancer with custom-logoed 'Survivor' and 'Fighter' hard hats.

MSA's partnership with Susan G. Komen and the product donation campaign will run through September 30, 2015. To learn more, please visit <http://us.msasafety.com/pink>.

#### About MSA

Established in 1914, MSA Safety Incorporated is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. Many MSA products integrate a combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive line of products is used by workers around the world in a broad range of markets, including the oil, gas and petrochemical industry, the fire service, the construction industry, mining, and the military. The company's core products include self-contained breathing apparatus, fixed gas and flame detection systems, portable gas detection instruments, head protection products and fall protection devices. With 2013 revenues of \$1.1 billion, MSA employs approximately 5,300 people worldwide. The company is headquartered north of Pittsburgh in Cranberry Township, Pa., and has manufacturing operations in the United States, Europe, Asia and Latin America. With more than 40 international locations, MSA realizes approximately half of its revenue from outside North America. For more information, visit MSA's website at [www.MSAsafety.com](http://www.MSAsafety.com).

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SOURCE MSA

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