



January 19, 2010

To our friends in the media,

Thanks largely to your positive support, Columbia River Knife & Tool[®] (CRKT[®]) enters our sixteenth year with the broadest line in our history. This packet includes access to all the information you will need about our 2010 lines, but remember: **samples of all products are available to you on request.**

Included you will find:

- The **2010 CRKT Catalog**, a 92-page document which is divided into three sections covering our Sport & Work knife line, I.D. Works[®] tool line, and Professional knife line.

- **Retail price lists.**

- **FTP Site.** We have a fast ftp (File Transfer Protocol) site, which allows you to download the press releases and photographs you need instantly.

Using Internet Explorer (or your favorite ftp program), type in the following URL: <ftp://ftp.crkt.com>. Once connected, your Public Account is **CRKTCUST** and your password is **customer**. There you will find:

- **Press Releases** in MS Word format, about CRKT and all product groups.

- **Photography** electronic files, including catalog photos and knock-outs on DVD as RGB JPGs for web and print use. Usage notes are on the site. Larger high resolution files are available on request.

In short, it is all available to you. Some highlights you will note:

- **More innovations.** As usual, we have come up with more new product breakthroughs, many patented, in lock, release, safety, and multi-tool systems created by the brightest designers. There's a lot new to write about.

- **More premium and natural materials.** We continue to add new products using premium steels and custom quality materials including layered Micarta[®], G10, and natural materials including bone and exotic hardwoods. We're working to build custom quality into production knives at affordable prices.

- **Quality and value.** We continue our practice of offering the highest possible quality at very affordable and competitive prices. Our many Premium Value products offer an amazing level of quality and value.

Best regards,

Rod Bremer

President

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