FOR IMMEDIATE RELEASE

Wenger Supports American Hiking Society

June, 2012 – American Hiking Society (AHS) is happy to announce its new partnership with Wenger, maker of the Genuine Swiss Army Knife. In its role as a corporate sponsor of American Hiking Society, Wenger joins other leading outdoor manufacturers and retailers in supporting AHS' efforts to promote and protect America's hiking trails, their surrounding natural areas, and the hiking experience.

"Wenger has been supplying knives to the Swiss army for more than 100 years, and we are proud to have our name associated with such an iconic company," commented Gregory Miller, President of American Hiking Society. "In fact, we are especially excited that Wenger is celebrating our relationship by imprinting our logo on one of its high-quality knives, enabling our members to show their hiker pride while simultaneously boosting their preparedness for outdoor adventures."

This new partnership is well timed, having been established during AHS' efforts to expand public awareness of the need to be properly outfitted, even on a short day hike. A knife or multi-purpose tool is one of the items on American Hiking Society's list of *10 Essentials of Hiking*, which includes the following: 1) appropriate footwear; 2) map & compass/GPS; 3) extra water and a way to purify it; 4) extra food; 5) rain gear and extra clothing; 6) safety items: fire, light, and a whistle; 7) first aid kit; 8) knife or multi-purpose tool; 9) sunscreen and sunglasses; and 10) a daypack or backpack.

"We're very happy to be supporting AHS and proud to be among great outdoor companies with similar interests and values, " stated Dennis Piretra, VP of Marketing for Wenger North America. "AHS does excellent work and their passion for promoting hiking in the U.S. is infectious."

"Taking a quality knife along on a hike is a wise investment," continued Miller. "It's a good way to ensure that you will have an enjoyable experience when you go outdoors, and we are happy to have a corporate partner who can supply this important item to our members."

About American Hiking Society
Founded in 1976, American Hiking Society is the only national, recreation-based nonprofit organization dedicated to promoting and protecting America's hiking trails, their surrounding natural areas and the hiking experience. To learn more about American Hiking Society and its mission and programs, visit www.AmericanHiking.org or call (301) 565-6704.

About Wenger
Wenger was founded in 1893, in Delémont, located in Switzerland's famous Jura region. It was developed around a passion for innovation, precision and expert craftsmanship and is best known as the maker of

the genuine Swiss Army knife. The Wenger name is a trusted outdoor brand in the timepiece, camping gear, footwear, adventure travel gear, portable solar power and sport glasses categories. The company's web site is www.WengerNA.com.

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