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## Wenger Expands Camo Swiss Army Knife Line-up

*Adds Realtree® Hardwoods™ and AP™ Snow to Successful AP™ Blaze Group*

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Las Vegas, NV – January 15, 2013 – Wenger, Maker of the Genuine Swiss Army Knife, introduced two new unique and highly functional collections of camouflage Swiss Army Knives, at the 2013 SHOT Show. The 4-knife Realtree Hardwoods HD and 4-knife Realtree AP Snow series join Wenger's very popular Realtree AP Blaze collection that was launched in early 2012.

A long time partner and user of Realtree patterns to decorate handles in camouflage patterns, Wenger has once again tapped Realtree's expertise in delivering ultra-realistic patterns that provide outstanding effectiveness in the field no matter what your activity.

"Realtree is the clear leader and pace-setter in creating life-like patterns with 3D effects in the hunting space," says

Wenger NA VP of Marketing, Dennis Piretra. "We were one of the first knife manufacturers to use Realtree patterns over 10 years ago. We trusted them then and we trust them now; more importantly, so do consumers."

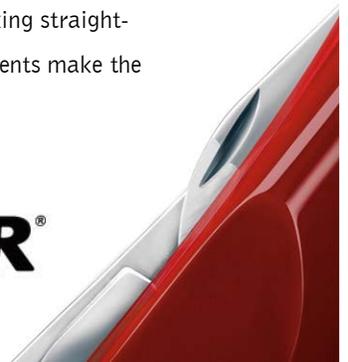


Realtree Hardwoods HD is a pattern designed to span seasons, from early fall to mid-winter. Much like Wenger's AP Blaze collection, the line-up includes two 120mm knives and two 85mm models. The

Ranger 57 is the star of the show weighing in at 6.7oz. with 8 implements that perform 12 functions. Highlighting the tools line-up is a skinning tool blade with hollowed cutting edge and blunt point as well as an ultra-efficient double-cut wood/bone saw that removes material in both the forward and backward motions. The one-hand opening locking straight-blade and six (6) additional implements make the



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Ranger 57 a "must" for any hunting enthusiast. The Ranger 57 Hardwoods HD has an MSRP of \$84.95.

The Ranger 55 Hardwoods HD stands out for its powerful stance and relatively compact size. The locking blade and double-cut wood saw are unmistakable. Weighing in at only 5.6oz and a slim 1" width and with 5 additional implements, this is a tool that's ready to be put to work. The Ranger 55 Hardwoods HD has an MSRP of \$69.95.

The Realtree Hardwoods HD 13 is an 85mm Swiss Army Knife which comes equipped with 10 implements that perform 14 functions. At only 2.4oz it's ready for action in the field. The double-cut wood saw and main blade are flanked by a locking flat-head screwdriver and can opener for starters. Its cousin, the Realtree Hardwoods HD 10 has all the same tools, with the exception of the wood saw and weighs in at less than 2oz. The Realtree Hardwoods HD 13 has an MSRP of \$48.95 and the Realtree Hardwoods 10 has an MSRP of \$38.95

Realtree AP Snow camouflage is all about becoming one with your environment and the landscape. The unique and effective pattern features overlapping limbs and hazy background elements which

create an incredible 3D effect no matter what forest the user is in. Wenger chose four (4) models to make up the AP Snow family of Swiss Army Knives. Included is the Realtree AP Snow 79 with locking one-hand opening straight blade, wood saw and five (5) additional implements which perform 9 functions and Realtree AP Snow 50 with skinning tool, locking one-hand opening straight blade, wood saw and two additional tools. The Realtree AP Snow 50 has an MSRP of \$72.95 and the Realtree AP Snow 79 has an MSRP of \$74.95.



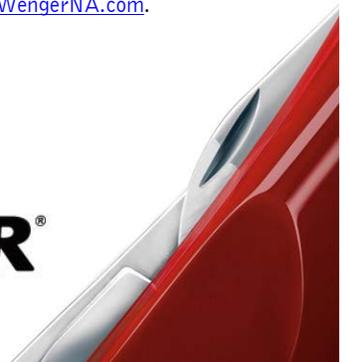
Much like the Hardwoods HD collection the AP Snow collection also features a 13 and 10 models with identical MSRP to their Hardwoods counterparts.

From the knife enthusiast to outdoorsmen and everyone in between Wenger's Realtree camouflage Swiss Army knives incorporate the exceptional functionality and Swiss craftsmanship found in every Wenger Swiss Army Knife. Each are made in Switzerland and come equipped with Wenger's lifetime warranty.

#### About Wenger

Wenger is the exclusive United States and Caribbean marketer of Wenger Genuine Swiss Army Knives(tm), Wenger Swiss Watches(tm) and Wenger Swiss Military(tm) Watches. The Wenger name is a trusted brand known for its innovation, expert craftsmanship and precision. The company's web site is [www.WengerNA.com](http://www.WengerNA.com).

#### About Wenger SA





Wenger was founded in 1893, in the Delémont, located in the famous Swiss Jura region. It has developed around a passion for innovation, precision and expert craftsmanship and is best known as the maker of the genuine Swiss Army knife. Today, the company produces approximately 250 styles of their famous pocketknives, as well as butcher's and professional catering knives known the world over. In 1988, Wenger entered the watch market and in 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. During those 24 years, Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance.

Since 2000, Wenger has established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army knife in the outdoor gear, computer mobility and travel gear categories.

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