

ORIGINAL S.W.A.T.®



SWATLines August 08

These troubled and uncertain times sure do make for a challenging business environment. Rising prices and reduced State and City budgets mean that competition has increased: the same number of players are competing for a smaller number of \$\$\$.

That means that in order to remain a player you will have to adapt just to be able to stay in the game.

How does this play out in the "boot business" – the "Cinderella" of the uniform business?

Only when absolutely necessary will I discuss competitors, and then only in general terms. There are many factors that are common to all boot suppliers, but there is one area where we do not respond the same way as the rest of these suppliers. All of our main competitors are "seriously corporate". They have shareholders and annual meetings to which people come, they have conference calls with analysts, they report every 3 months. This develops a culture that is extremely rigid and in

tough times only becomes more so, at the very point at which more creative responses are required. The holders of the financial purse strings get in the ascendancy and the mantra, "sound fiscal judgment" must be exercised! Let me tell you what this corporate jargon means. It really means we are going to hunker down and look after number one. We will raise prices to protect our margins regardless of market impact.

This behavior is like OPEC just allowing the price of oil to rise, and rise, and well, rise. At some point market tolerance will tire, and a whole raft of consumption cutting actions will simultaneously evolve and demand will fall.

How much price tolerance is there in the uniform boot market? Increased prices will force extended usage of existing boots and cause a closer inspection of the value that is available in less expensive offerings. Adding in the psychology of pricing, I have long held the view that \$100 represents a tipping point in consumer demand. Therefore I am extremely reluctant to push the

prices of everyday uniform boots above the magical three figures - something that our competitors, in most instances, have already done.

If you believe that there is some logic in this theory, then support Original SWAT and do yourself and your customers a BIG favor and take a look at the value of our styles #1232, 1150, 1151 and 1152. During our first decade of business we have had fewer price increases than our competitors. We have an extremely low overhead structure and no shareholders to whom we have to return large portions of income. Because of this Original SWAT is now more than ever the value leader in the branded uniform boot market. Add this to our reputation for fit and comfort and you have a compelling story.

So in these uncertain times, follow our strategy, and be first a survivor, and then a real

Volume 28

August 1, 2008

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Special Points of Interest:

- All-New Website Launched
- New Catalogs Now Available
- Original TRAC Sales Collateral now available.
- The Intranet site is BACK!

Got an expo coming up? Please send us your show calendar, including the same information as listed here. Email to:

Where In the World is Original S.W.A.T.?

Interseg
Curitiba, Brazil
August 3 - 5, 2008

Outdoor Retailer Summer Market
The Salt Palace Booth #ESA230
Salt Lake City, UT
August 8 - 11, 2008

TREXPO East
Dulles Convention Center
Chantilly, VA
August 26 - 29, 2008

NBS
Ft. Worth Convention Ctr
Ft. Worth, TX
September 11-15, 2008

Worldwide
Reno Convention Center
Reno, NV
September 9 - 11, 2008
Connecticut SWAT Competition
Hartford, CT
September 9-11, 2008

NTOA
Albuquerque, NM
September 14-15, 2008

Best In The West-
Santa Clara
County, CA
September 18-19,
2008

SWATLines - Summer 2008 Special Edition

When I was in grade school and we returned from our summer break, the first “English composition” was always “what I did on my summer holidays!”

So, Miss Atwell, here goes.

As a result of my summer vacation, I have learnt a great deal, the most important part I can now share with you. I have some potentially life-saving advice for all of you, particularly if you are over the age of 60 or are of a nervous disposition. DON'T ride an ATV! One of the perks of being an international businessman is that one can find oneself in some remote places with time to kill. In this case, a Greek Island in the Aegean, where rental transport is limited to either a scooter or an ATV.



Upon sizing up the memsahib and myself, the very large and affable Greek owner proclaimed that we would be better on an ATV. “Better” of course sets no actual standard, but somehow is said in such a way as to at least imply one. In this case what was meant was that four wheels are better than two – less likely to topple

over. Again, “less likely”, more words with no standards attached. The truth is that BOTH are highly likely to topple over, the ATV scores as it cannot do this when stationary. That’s the only difference!

The briefing was just that – brief, to the point of obsessive “the key goes in here, pull this in (brake) and press this (button). The memsahib declined her helmet as it hurt her forehead, and spent the day holding on to her straw hat rather than anything that might help with stability. An oversight in the local traffic act allows passengers not to wear a helmet – go figure. The large affable man only disclosed this after I had perhaps rashly said that “a straw hat would be just perfect to carry her brains home”.

Riding an ATV is like trying to carve a turkey with a Swiss army knife. It’s the sort of equipment that does most things, but none of them well. An example: accelerating and steering are incompatible – can’t do both at the same time! A vehicle that is 4ft long should not have a 20ft turning radius, especially when by the time you have relented and said “all right we’ll go back!” the width of the road is always less than 10ft with a precipitous 100ft drop.

Then there’s the noise. It’s the HD thing right? The technology is available to silence the exhaust but making an anti-social racket is part of the fascination – like wearing a black flower pot on your head.

The ride is excruciating, the vibration relentless, and on paved road, top speed at maximum revs and vibes is still 10mph less than everyone else, which provides for a

whole new set of problems. Off-road, it lurches and bucks, making every effort to unseat the rider(s). \$6 worth of gas provided a whole day’s worth of sightseeing including visiting many places twice, as maps are very hard to read on the wheel, so to speak.

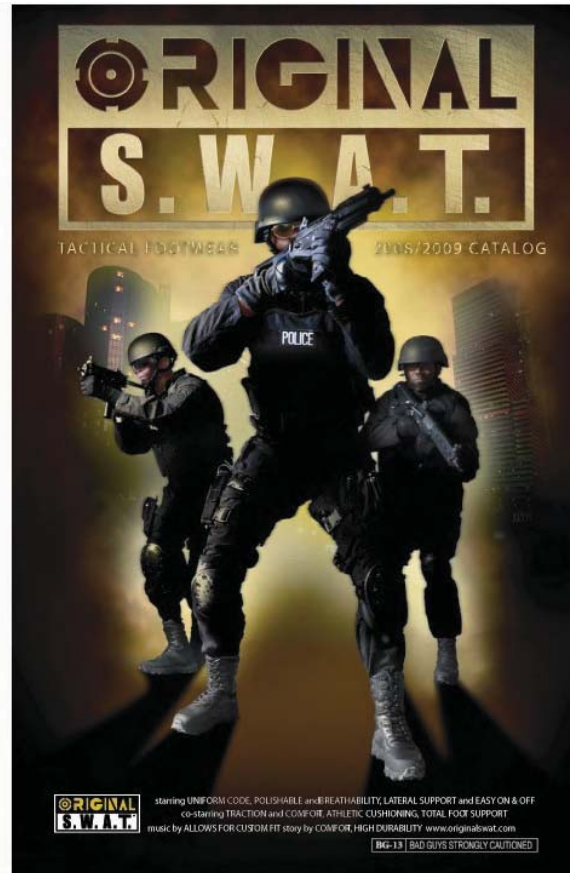
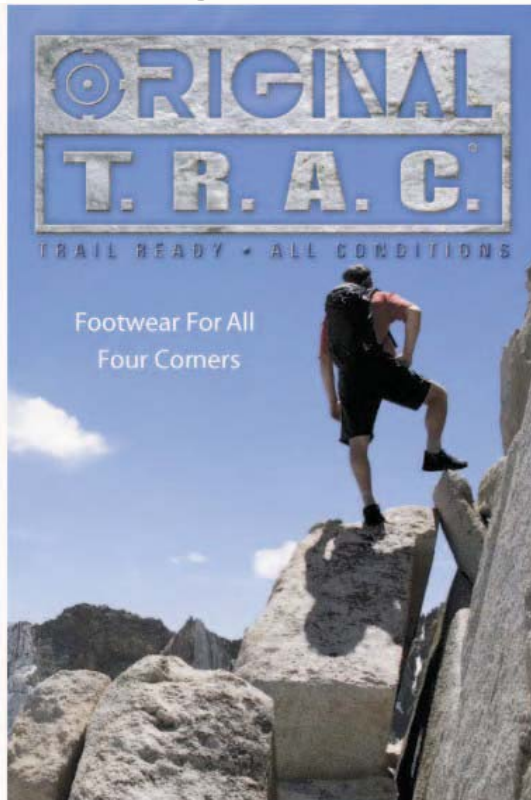


I cannot recommend them for going out to dinner at the Island’s smartest restaurant either, they heard us coming from about 400yds, and were quite sniffy about my request for valet parking

Until all this happened I was thinking very seriously about the size of my carbon footprint, swapping a V8 for a 150cc Vespa. Now it’s between a Smart car and Segway!

If you found this helpful, visit our new website!

New Catalogs, New Looks



Now available! A brand new 12-page Original S.W.A.T. catalog and a fold-out Original T.R.A.C. brochure, which features our Sportsman and Outdoor Footwear Collections. We hope you like the new looks. The Original S.W.A.T. catalog is just one part of our new marketing campaign, which includes the collateral, pop-up expo booths, website (launched July 9), and a print advertising program.

Original T.R.A.C., the outdoor collection, is premiering at the Outdoor Retailer Show in Salt Lake City, UT later this month. In case you were wondering, T.R.A.C. stands for Trail Ready, All Conditions. The new line includes hunting styles and lightweight hikers in low and mid-cuts, as well as an all-leather waterproof model.

Order Original SWAT catalogs using the code OSWATCATALOG

Order Original TRAC brochures using the code OTRACATALOG

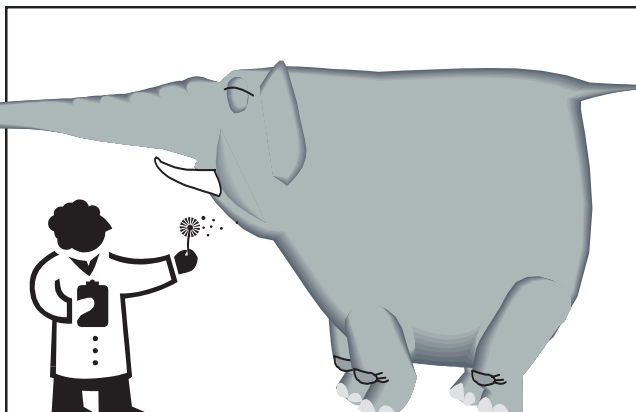


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Have You Seen Our New Website?

That's right! We have a new website. If you haven't seen it lately, now is the time to check it out at www.originalswat.com. Tell us what you think - what you like, what you don't like. We hope you find it better looking and easier to navigate. The photos you see are from our photo shoot back in March. These photos, and others, are available to you and/or your retailers. They can be downloaded from our Intranet site, which has also been updated and is once again live. *See page 3 for new intranet login information.*



One ragweed plant can release as many as one billion grains of pollen.

Brandi's Useless Facts

Important Contact Information

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Original SWAT In The News

Law & Order Magazine, July 2008

Original S.W.A.T. 5" Air Side Zip ST

The Original S.W.A.T. Footwear Co. unveils its newest boot, the 5" Air Side Zip ST. Packed with comfort, safety, and performance features, this new boot has something to offer for anyone requiring safety toe footwear. The 5-inch black boot has a leather and 1000-denier nylon upper, with a gusseted YKK side zipper and a Velcro secure-tab for easy on and off. Original S.W.A.T.'s unique slip- and oil-resistant Metro Traction sole features an arch ladder tread, for extra traction on rope rappels. For more information, visit www.originalswat.com.

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