



Original S.W.A.T. Footwear Co.

SWATLines Feb. 08

I am writing this edition just prior to leaving for the SHOT Show in Las Vegas. For us, this is our single most important trade show, as it not only enables us to meet with many of our customers, but also to meet with our sales force and our International distributors.

2008 is a special year for us as we will be making a big investment in customer service and increasing our marketing dollars quite significantly. To ensure that this major increase in spending works, we will have to ensure that we improve our service levels and availability of inventory.

One of the big issues for a company like ours is providing adequate sales coverage. Not being large enough to afford our own sales force means that we are reliant on independent reps. Whilst the majority are good solid performers and some are exceptional, almost all are overworked trying to balance the demands of several

manufacturers in sometimes divergent industries. All of which has an impact on service levels. With the relatively fast turnover of footwear, regular service is critical in ensuring that inventory, of all sizes and styles, is available at point of sale. Only in this way can loyalty be fostered, and sales grown. With few exceptions most of our reps cannot either through geography or pressure of multi-line representation, provide consistent coverage.

In order to provide 1st Class support for our customers we have recruited an 18-year veteran of the highly competitive wine industry to head up our Customer service effort. Rick Brazil will be at the SHOT show and is excited to meet as many of our customers and reps as possible. Rick's brief is to build a customer service team that is capable of helping each account develop its Original SWAT business. He will also be responsible for introducing our business to business (B2B) intranet site that will support our ser-

vice effort 24/7, providing an ordering facility, details of deals, new products and promotional programs, all under the protection of your own individual password. We will work in conjunction with, and support our reps. We do not intend to replace them. Our objective is to ensure that all customers receive the kind of service that will help them build their business.

More detail of our new marketing initiatives will follow, but be assured we fully understand the need to stimulate interest in our products and to get the word out that Original SWAT is the best value and most comfortable range of Law Enforcement and Tactical footwear currently available. Oh, and by the way, our customer service is also the best too! Please stop by our booth at SHOT (#9155) or indeed any show and come in for an update. I will also be at the NAUMD meeting in Nashville, so be sure to come to the New Products presentation to hear more.

Volume 22
February 14, 2008

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Special Points of Interest:

- Next Month's Newsletter: Re-Cap of the SHOT Show
- Next Month's newsletter: All you need to know about our new **Intranet Site**
- Did you turn in all your SHOT Show Specials orders???

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

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

TREXPO WEST
Long Beach, CA
February 20-21, 2008
Long Beach Convention Center

Nurnberg, Germany
March 14 - 17, 2008

WORLDWIDE
Reno, NV
February 27-29, 2008

NAUMD
Nashville, TN
March 28 - April 1, 2008

IWA

TTPOA Austin,



TX April 10 - 12, 2008

World SWAT Challenge
Little Rock, AR
April 10 - 12, 2008



New Sock Information

There are a few things to note regarding our new X-Static boot socks. We've shortened the socks by approximately 3 inches, so they will no longer extend over the knee. This change was made from feedback from many of you, and our end users.

The **new product code** for X-Static Boot Socks is **3003S**. Please make a note of it. Additionally, our socks are no longer made in the USA. The factory we were using has closed. We now have them made in Asia. Turning bad news into good, since we had to change our production source, we have a **new lower price, \$6.50**.

Remember, USA Sales Reps will make **double commission** on all accessory sales from now through the end of July 08.

Classic 9" New Color

Yes, we will now offer the Classic 9" in Sage. This color is specifically for the U.S. Airforce. These boots are scheduled to arrive in late April, for early May delivery to retail. These boots have the same wholesale and retail pricing as our other 1150s.



Reintroducing.... Insulated Waterproof!

The 1234 Waterproof Side Zip M.T. will be reintroduced as an insulated boot this summer. This boot will soon feature 400 grams of Thinsulate insulation, just in time for the winter selling season - Late July 2008.



**Happy Valentine's
Day!!!**



1261 5" Side Zip Composite Toe AVAILABILITY - New Product!

In case you missed it at the SHOT Show, we introduced the 1261, 5" Side Zip Composite Toe. Features:

- Non-Metallic Safety Toe
- YKK Side Zipper
- Metro Traction Outsole
- Air Sole Technology

This boot will be available in late March.





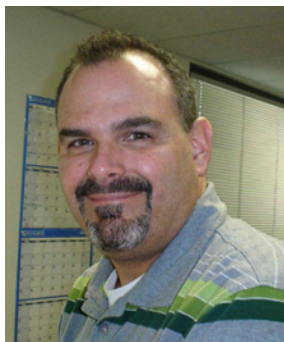
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A WARM WELCOME!



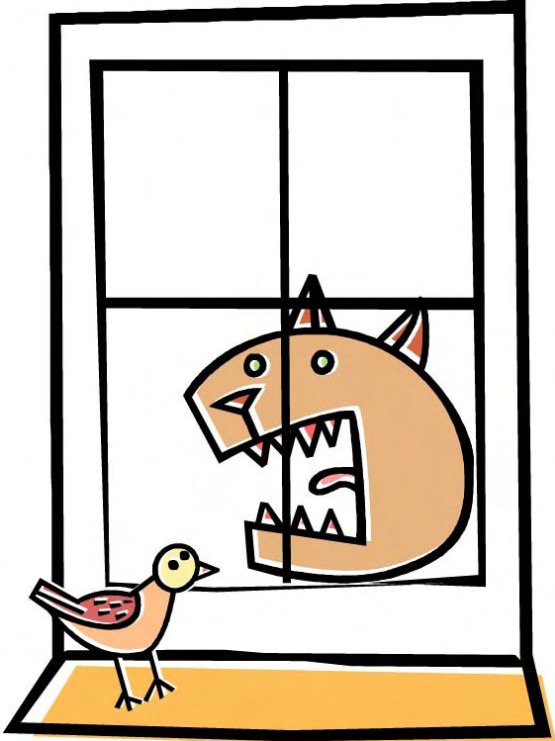
A big warm welcome goes out to our newest team members Debbie and Rick. Debbie Laurance is our new admin person. You may have heard her cheerful voice on the other end of the phone lately. Not only will she handle front desk reception duties, but she will also be responsible for order entry, customer service, getting our filing system updated and in order, daily mail, special mailings, and probably about 1000 other things that I am not aware of. Rick Brazil has an extensive background in the wine industry, so Terry obviously loves him. That aside, Rick has come on board to oversee our sales office and inside customer service department. With our new business goals for 2008 announced, Rick will work to make our customer service department pro-active and better than ever. This should make your lives a little easier too, and keep your customers happy. We can all benefit from that, can't we?



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Over 10,000 birds a year die from smashing into windows.

Brandi's Useless Facts