



SWATLines March 08

The SHOT Show was a blast! That's official. The best trade-show we have attended in 8 years. Good overall traffic, good number of customers and plenty of interest in both brands (Original T.R.A.C., our Hunting/Hiking brand was launched at the show). It's what all trade shows should be about, so why are they moving it to Orlando and having it only 2 weeks into the New Year? It wasn't broken and it doesn't need fixing. I didn't meet a single vendor who thought it was a good idea, so how does such a lousy decision get made? We've all been to Orlando before and for good reason most of us have avoided January. My bet is that the show traffic will be halved by these actions. I can only assume that the show operators make a great deal more money in Orlando than in Las Vegas. The real problem is that this is a monopoly and there is no incentive to make each show better than the last! The Federal Government could run it

better..... well, maybe not, but you sense my frustration. Talking of frustration, have you ever tried getting to Nashville???

I would like to give a plug for our 2 new accessories. Unlike some companies whose ranges seem to grow quicker than alfalfa in the Central Valley, we take our time making sure we are bringing something useful and worthwhile to market, not just a generic product with our label slapped on it.

Until about 4 years ago, we had a really good water-proofer. Unfortunately the supplier got run over by Wal-Mart and went under. It has taken us 4 years to find a replacement, eventually ending up in Germany. It is an eco-friendly, petrochemical based spray in a 100ml pump action container, and it really works well! It's called SWAT Shield, style # A4000. It's also available in a 12-pack countertop display, style # A4012

Socks are the other addition to our range. The special feature is the addition of "X-static" thread, which contains a high level of silver. The properties of silver are well documented, it is the most effective bacteria inhibitor available, and is regularly used in field dressings for its contribution in eliminating infection. A side benefit is its anti-microbial function, which ensures that no matter how many consecutive days of usage the socks receive, no foot odor will be obvious! Socks are art# A3000 and now have a more attractive MSRP.



Later this month I'll be in Germany for the I.W.A. show and then in Nashville for the NAUMD conference. Please stop by.

Volume 23

March 1, 2008

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Special Points of Interest:

- Discontinued Styles: 1151Tan, 1151BRN, 1161, 1162, 1281, 1272, 1274
- Style 1234 will become an insulated boot in mid-Summer and we've also added small sizes.
- 1150 Sage available in May 08

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

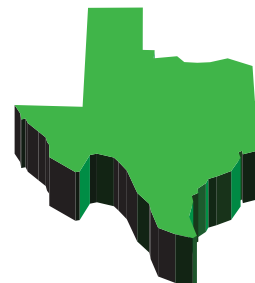
Got an expo coming up? Please send us your show calendar, including the same information as listed here. Email to: ecabezut@originalswat.com

IWA
Nurnberg, Germany
March 14 - 17, 2008

NAUMD
Nashville, TN
March 28 - April 1, 2008

TTPOA
Austin, TX
April 10 - 12, 2008

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



Chinese Production Prices Rise 6.1% in January

The Chinese government reported that the Producers' Price Index (PPI) for manufactured goods rose by 6.1% in January over the same month last year. Purchasing prices for raw material, fuels and power rose by 8.9%, according to the National Bureau of Statistics of China.

Pressure was highest in the earliest stages of production thanks to rising commodity and energy prices. The PPI for means of production increased 6.5 percent over last January, the government reported. That included an increase of 8.5% in the raw materials industry and 3.8% in the manufacturing industry.

Within the consumer goods sector, the index rose 4.6%, including 10.4% for foodstuffs, 2.2% for clothing and 3.0% for commodities. The PPI for durable consumer goods dropped 0.6 percent. In terms of different categories:

PPI for crude oil increased 29.9 percent year-on-year. The prices for oil products, such as gasoline, diesel and kerosene increased 7.3, 10.0 and 10.9 percent respectively. The PPI for crude coal, meanwhile, increased 14.9 percent.

PPI for polystyrene dropped 4.9 percent compared with the same month a year ago. While the prices producers pay for latex surged 20.7, prices for terylene declined 0.2 percent, year on year.

PPI for smelting and pressing of ferrous metals grew 17.3 percent from the same month last year. PPIs for ordinary large rolled-steels, medium rolled-steels, small rolled-steels, wire rod and heavy steel plate correspondingly increased 17.3, 28.6, 26.7, 25.0 and 16.6 percent respectively.

PPI for smelting and pressing of nonferrous metals gained a year-on-year rise of 4.7 percent. Of the total, PPIs for copper and lead up 2.0 and 27.9 percent, while that for aluminum and zinc down by 2.9 and 26.1 percent respectively year-on-year.

The government is scheduled to release January's Consumer Price Index Feb. 19.

Law & Order Magazine, January 2008

Original S.W.A.T. Classic Camo Waterproof

The Mossy Oak Brush® Camo and Coyote leather boot features a waterproof breathable liner, steel shank, and classic outsole. Sizes 7 to 15, and EEE-width 8 to 15. For more information, visit www.original-swat.com. Visit us at SHOT Show booth #9155



See our ad on page 28



*HAPPY
ST. PATRICK'S DAY!*



Original S.W.A.T. Footwear

Original S.W.A.T. Footwear Co.
4213 Technology Drive
Modesto, CA 95356
Phone: (209) 545-2500
Fax: (209) 545-2739
E-mail: info@originalswat.com

Shots from SHOT

First Annual Original SWAT International Dinner - Rosemary's, Las Vegas



Important Contact Information

President/CEO

Terry Mackness *terrym@originalswat.com*

Operations

Maureen Flanders *maureen@originalswat.com*

Marketing

Erin Cabezut *ecabezut@originalswat.com*

Sales & Customer Service

Rick Brazil *rbrazil@originalswat.com*

Shannon Earle *shannon@originalswat.com*

Shawnta Lewis *slewis@originalswat.com*

Accounts Receivable

Peggy Young *pyoung@originalswat.com*

Distribution

Richard Kohl *rkohl@originalswat.com*

Administration

Debbie Laurence *dlaurance@originalswat.com*



Original SWAT Crew with our friends from FT Support LTD., Tokyo, Japan



New York City's St. Patrick's Day parade is the longest running civilian parade in the world.

Brandi's Useless Facts