



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

January 1, 2007

Volume 9

SWATLines Jan. 07 Welcome to 2007!

I really hope you are all looking forward to 007 as much as we are. We all know there are going to be setbacks and difficulties along the way, but if we can keep a positive approach, then we have a chance of keeping our sanity, no matter what the "others" might try to do to us. Pulling this trick off successfully brings the really big bonus; the good things that happen get magnified too! And better yet, it's free, and cannot be found in pill or liquid form.

So with that in mind, "bring it on"!

Our year kicks off very early (bit of a jolt, really) with the SHOT Show in Orlando starting on the 11th of January. We will also use this opportunity to hold our 2nd annual International Sales Conference; this year we will have delegates

from about 40 countries in addition to our own domestic sales team. For me this is one of the highlights of the business year as I really enjoy meeting all our customers from so many different cultures, "old Europe", ex-Iron Curtain countries, Central and South America, the Middle and Far East, Australia and of course, Canada. It's our very own "United Nations".

The SEK 9000 "competition boot" delivers this month. Thanks to our advanced PR there is a great deal of consumer awareness and excitement. However, only a handful of our customers have placed their orders, so let's get writing.

The SEK 9000 also forms part of the equipment package being given to the SWAT team that wins the "Wild Card" entry into the 2007 Original SWAT World Challenge, which is scheduled for late

April in Little Rock, AR. It is not too late for teams to enter. Just email us for an application form, or apply online on our website. It's worth it, as most expenses are paid, plus there's a bunch of great equipment free!



Lastly, we have just completed our wear test program for our tactical sock line. We have partnered with Noble Fibers, to use their "X- static" yarn, which contains silver. This ensures that bacteria are 99% eliminated, which enhances foot health and almost completely abolishes foot odor. Product will ship in Spring '07.

All of us at Original SWAT wish you a Happy, Healthy and Prosperous 2007.

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Special Points of Interest:

- New Price Lists Now Available, Updated for January 2007
- Brandi's last day at Original SWAT is Jan. 5. However, Brandi's Useless Facts will live on and will be even more useless than ever.
- SEK 9000 Footwear Arrives This Month!
- Take note of SHOT Show Specials expiration dates and get those orders in!!!

Original S.W.A.T. Returns to WSA Shoe Show, Las Vegas, NV

Yes, Original S.W.A.T. is off to Las Vegas for the long-running World Shoe Association trade show. In existence for over 59 years and covering over 2.1 million square feet of exhibit space, WSA has become THE Show for shoe retailers to preview the new footwear lines. From Michael Kors and Manolo Blahnik to Stride Rite and Sketchers, it's all in Las Vegas for 4 glorious days: February 1—4, 2007.

Original S.W.A.T. can be found at the Las Vegas Convention Center, booth #61118. We will be shar-

ing a 20' x 20' space with our friends from up North, Gary Bryant and staff from Original Shoe Canada, and Holmes Workwear, another Canadian company specializing in safety footwear.



Really Big Elvis, Appearing at Barbary Coast Casino, Las Vegas Strip

Original S.W.A.T. In The News

This is where you will find the latest press coverage on Original SWAT Footwear, Marketing Programs, and News. Do you have any International P.R. that we can include? Please send scans, publications titles, and issue cover dates to ecabezut@originalswat.com.

Wild Card Spot Open for Original S.W.A.T. World Challenge

Original S.W.A.T. Footwear Co. is offering an opportunity for one SWAT team to win the chance to compete at the 2007 Original S.W.A.T. World Challenge in Little Rock, Ark. The winning team is not required to compete in any pre-qualifying events and no previous competition experi-

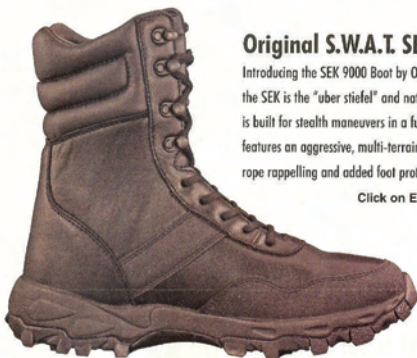
ence is necessary.

Entrants must be on a legitimate USA-based SWAT team to be eligible. To win, you must describe in 500 words or less why your SWAT team should win the Wild Card spot.

For more information and to enter, visit www.originalswat.com.

PoliceMag.com December 2006

Police Magazine December 2006



Original S.W.A.T. SEK 9000 Boot

Introducing the SEK 9000 Boot by Original S.W.A.T. Developed in part by a former German GSG9 and SWAT team officer, the SEK is the "uber stiefel" and natural successor to the legendary Adidas GSG9 Tactical Boot. This lightweight tactical boot is built for stealth maneuvers in a full range of environments and situations. Built on a genuine VIBRAM outsole, the boot features an aggressive, multi-terrain tread with a cushioning EVA midsole. The outsole has built-in arch reinforcements for rope rappelling and added foot protection. For more information, call (209) 545-2500 or visit www.originalswat.com.

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Original S.W.A.T. Footwear Company



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

The SEK 9000 Boot by Original S.W.A.T. is a lightweight (43 ounces/pair) tactical boot built for stealth maneuvers in a full range of environments and situations. Built on a genuine VIBRAM outsole, the boot features an aggressive, multi-terrain tread with a cushioning EVA midsole. The outsole has built-in arch reinforcements for rope rappelling and added foot protection. The EVA midsole is topped by a lightweight, riveted steel shank sandwiched between two flexible lasting boards for superior lateral stability, torsional strength and additional under-arch protection. For added comfort, the removable molded orthotic footbeds are designed with gel inserts at the heel and forefoot.

The SEK 9000 upper is made from supple, tumbled leather, reinforced with "Armor-Dillo" abrasion resistance in critical areas for durability and added traction when in the sniper position. Original S.W.A.T. has paid attention to detail, including the omission of contrasting, light-reflecting colors and visible tongue labels on the upper part of the boot.

Law & Order November 2006

The SHOT Show Specials Are Here!



**SHOT Show Special #1
Composite Toe Tan Side Zip,
Style 1260**

PROMO CODE: 1260SHOT
Wholesale: \$49.50
SHOT SHOW: \$44.50
12 Pair Minimum
Terms: 3% 60 Net 61
Expires: 2/28/07

Introducing three new SHOT Show Specials for your USA retailers to take advantage of. Program sheets/Order forms are available at the Original S.W.A.T. trade show booth, or contact your O-SWAT customer service representative, Shawnta.



**SHOT Show Special #2
Classic 10" MTO
Style 1262**

PROMO CODE: 1262SHOT
Wholesale: \$47.50
SHOT SHOW: \$42.50
12 Pair Minimum
Terms: 3% 60 Net 61
Expires: 2/28/07



**SHOT Show Special #3
SEK 9000
Style 9000G**

PROMO CODE: SEK9000
Wholesale: \$58
SHOT SHOW: \$50
Normal Terms
Expires: 1/30/07

If you have questions about these Specials, contact Shannon Earle, Original S.W.A.T. Customer Service Manager.

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

Orlando, FL

January 11—14

SHOT Show

Orange County Convention Center

Booth # 9155

Orlando, FL

January 11

Intl Sales Meeting

Hyatt Place Hotel (Amerisuites)

5:30 pm

Las Vegas, NV

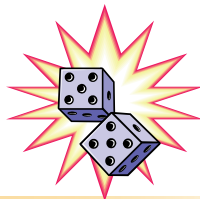
February 1—4

World Shoe Assoc. Show (WSA)

Las Vegas

Convention Center

Booth #61118



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



Nuremburg, Germany

March 9—12, 2007

IWA—Hunting, Sporting Arms, and Outdoor Sports Show



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Do you have anything to include in next month's newsletter? Contact Erin with news, photos, and stories. (209) 545-2500, ext. 304 or email at ecabezut@originalswat.com.

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WEBSITE DEALER SEARCH UPDATE

Are your retailers listed in our website's dealer search engine?

Are the addresses, phone numbers, websites and emails correct and updated?

Are there retailers listed that *don't* carry Original S.W.A.T.?

Submit all additions, deletions, and edits to ecabezut@originalswat.com for immediate updating.

www.originalswat.com

2nd Annual Intl. Sales Meeting: Jan. 11, 2007



Hyatt Place (formerly Amerisuites)
8741 Intl. Drive, Orlando
(407) 370-4721

If you don't know this by now, you are lost. The Original SWAT Sales meeting will be held at Hyatt Place / Amerisuites on January 11, 2007, beginning at 5:30 pm.

Join us for Hors d'oeuvres & beverages and learn what's new at Original S.W.A.T., including our new boot introductions, marketing programs, guest speakers, and much more. We have sent out reminders, but we hope that you have already RSVP'd prior to Jan. 1, 2007.



Blue and White are the most common school colors.

Brandi's Useless Facts

