



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

SWATLines Oct. 07

Starting The Original Footwear Co. could not have happened without the help and support of some key people. Sadly, last month one of those special people passed away. Richard D. Brew was a personal friend and a lawyer. He readily worked for shares (of no real value back then) until I could pay for his services in a more conventional way.

His legal credentials were without equal and would have graced any major law firm, but that was not what made him special. I met him some 20 years ago and at that time, he had beaten his cancer but lost an eye in the process. He always wore a black patch that

gave him a slightly raffish air. He dealt with this serious disability by completely ignoring it, often to the point of recklessness – like persuading the local flying school to take him on as a student. It lasted four lessons before the instructor realized that Rich had no depth perception whatsoever, which was not an issue taking off but was a serious hindrance on landing.

He returned to a childhood skill and started riding horses competitively, figuring out that their two eyes more than made up for his deficiency, making for a level playing field. He also had the pleasure of introducing his daughter to the sport and she is now one of the

top junior riders in California. When the cancer returned a little over a year ago he showed us all how to deal with adversity, never a complaint, and always, always a positive word.

Proving that quality is so much more important than quantity, Rich, at 60, was far too young. But his impact on all who came into contact with him was immense. I am sure we will not see his like again.

I trust that he has now learned to fly, as I am sure I heard a bell!

Volume 18
October 15, 2007

Inside this issue:

Original SWAT	2
Print Ad Re-Cap	
Thank you!	4
Belated Baby Announcement	4
Brandi's Useless Facts	4

Special Points of Interest:

- Happy Halloween!

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

S.W.A.T. Round Up International competition

Orlando, FL

November 6 - 9, 2007

HAPPY 25th ANNIVERSARY,
S.W.A.T. ROUND-UP!



CONGRATULATIONS!

Guess who's a brand new mom?

Shannon Earle, Original S.W.A.T.'s customer service manager! Little Lila Jo was born a month earlier than expected, on September 25. New mother, dad Jamie, and daughter are doing just great! We promise to include a photo of Lila Jo next month. But I can tell you first hand that this baby has a lot of blond hair...just like mama!



PRINT ADVERTISING. Curious about our advertising campaign? Did you miss some of our comic strips in the LE Magazines this year? Well, here is a re-cap of our print ad campaign for 2007 - 2008

War Stories



Prison Guard



Bike Cop



Security Guard

Bank Heist

CRIME BUSTERS
ON THE JOB WITH ORIGINAL S.W.A.T.

SOMETIMES, "ON THE JOB" INVOLVES LEAPING...

TWO PERKS, AT LEAST TEN HOURS OF STANDING... WE NEED TO DISPLAY YOUR SKILL NOW.

...FOLLOWED BY LONG HOURS OF STANDING...

GIVE IT UP! YOU'RE LOOKING AT FIFTEEN S.W.A.T. MARKSMEN, BUDDY!

...FOLLOWED BY INTENSE SECONDS OF RUN-OUT SPRINTING.

SEAN'S ROUND, HE'LL LIVE.

ORIGINAL S.W.A.T.
TACTICAL FOOTWEAR

SPORTSHOE COMFORT. TACTICAL PERFORMANCE. WWW.ORIGINALSWAT.COM

Man Trackers

MAN TRACKERS
ON THE JOB WITH ORIGINAL S.W.A.T.

IT'S FAIRLY FRESH... GIVE TO... GET GO.

WHEN SOMEONE GOES MISSING, THERE ARE THOSE CALLED UPON TO BRING THEM HOME.

SEARCH & RESCUE MEANS LONG STRETCHES ON FOOT.

I SEE MOVEMENT... HE'S ALIVE.

LOOKS LIKE HE TOOK A NASTY FALL AND CRAWLED IN HERE.

GIVING UP IS NOT AN OPTION.

ORIGINAL S.W.A.T.
TACTICAL FOOTWEAR

SPORTSHOE COMFORT. TACTICAL PERFORMANCE. WWW.ORIGINALSWAT.COM

Highway Patrol

CRIME BUSTERS
ON THE JOB WITH ORIGINAL S.W.A.T.

A ROUTINE TRAFFIC STOP MAY BE ANYTHING BUT...

TOSSE THE KEYS OUT, HANDS WHERE I CAN SEE THEM.

WHEN THE UNEXPECTED HAPPENS, YOU NEED BOOTS THAT ARE UP TO THE JOB.

I'M OUTTA HERE!

CAR REPORTED STOLEN. APPROACH WITH CAUTION.

ORIGINAL S.W.A.T.
TACTICAL FOOTWEAR

SPORTSHOE COMFORT. TACTICAL PERFORMANCE. WWW.ORIGINALSWAT.COM



Original S.W.A.T. Footwear

Original S.W.A.T. Footwear Co.
4901 Cloutier Drive
Salida, CA 95368
Phone: (209) 545-2500
Fax: (209) 545-2739
E-mail: info@originalswat.com



Brandi & Hayden

Thank You!

A special thank you goes out to Greg Alexander, from Southern Sports Marketing Agency, for helping out at the TTPOA S.W.A.T. Conference and Competition last month. Not only did he receive and drive all the boxes and banners from Houston to Nacogdoches, he also single-handedly unloaded everything and set up the booth so when we showed up the next morning, everything was set to go. And we didn't even have to ask! BRAVO!

Important Contact Information

President/CEO

Terry Mackness *terrymackness@cs.com*

Operations

Maureen Flanders *maureen@originalswat.com*

Marketing

Erin Cabezut *ecabezut@originalswat.com*

Customer Service

Shannon Earle *shannon@originalswat.com*

Shawnta Lewis *stewis@originalswat.com*

Accounts Receivable

Peggy Young *pyoung@originalswat.com*

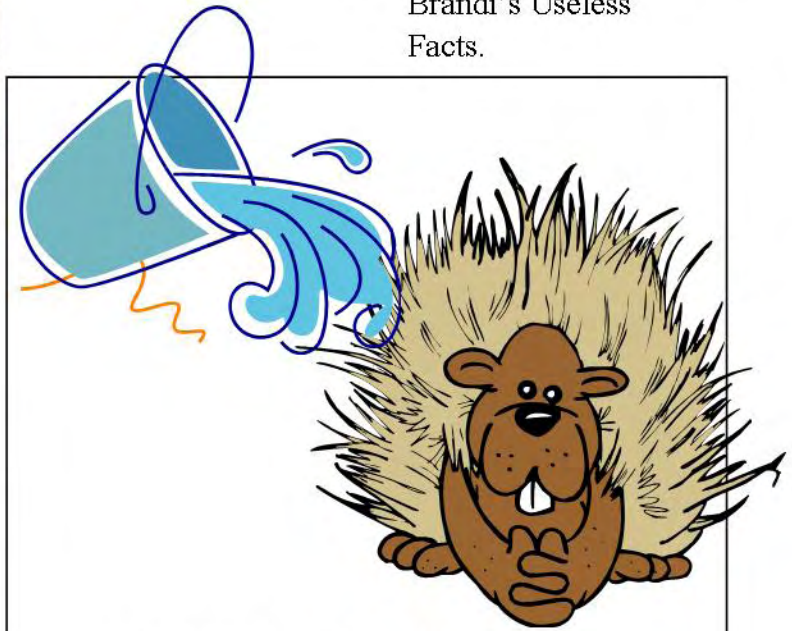
Distribution

Richard Kohl *rkohl@originalswat.com*

Better Late Than Never...

Lest we forget (sorry Richard!), we had another little one join the Original S.W.A.T. team. Hayden Kohl was born July 8, 2007. Congratulations to our distribution manager Richard Kohl and his fiancé Brandi Young, and....new grandma, Peggy Young, our Accounts Receivable person. And just in case you are curious, yes it *is* the Brandi from

Brandi's Useless Facts.



Porcupines Float In Water.

Brandi's Useless Facts