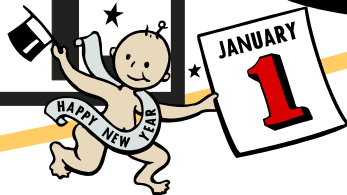


ORIGINAL S.W.A.T.®



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

SWATLines Jan. 08

Welcome to 2008!

Resolution: None of us knows what is ahead, but the very least we can do is set out with a positive attitude, expect the best of ourselves and encourage those around us to fulfill their potential. In doing this we give both ourselves and those with whom we interact the best chance of achieving goals and realizing expectations.

We have an extremely busy year planned, the highlights of which are listed below:

SHOT Show Las Vegas, NV
2/2/08-2/5/08

NBS (tentative) -National Buying
Syndicate Ft. Worth, TX 2/13/08
-2/18/08

Trexpo West Long Beach, CA
2/20/08-2/21/08

WORLWIDE (tentative) Reno,
NV 2/25/08-2/28/08

IWA Nurnberg, Germany
3/14/08-3/17/08

NAUMD Nashville, TN
3/28/08-4/1/0

EXA Brescia, Italy
4/14/08-4/17/08

TTPOA Austin, TX
4/10/08-4/11/08

Southeast SWAT Comp
Spartanburg, SC 5/5/08-5/9/08

NYTOA Poughkeepsie, NY
5/6/08-5/7/08

Feria Integra Zaragoza, Spain
5/21/08 -5/23/08

FSA-Florida SWAT Assoc.
Miami, FL 6/2/08-6/3/08

WSA (tentative) World Shoe
Assoc. Las Vegas, NV
7/28/08- 7/30/08

Outdoor Retailer Summer Market
Salt Lake City, UT 8/7/08-8/10/08

Trexpo East Chantilly, VA
8/27/08 -8/28/08

NBS (tentative) National Buying
Syndicate - Ft. Worth, TX
9/11/08 -9/15/08

Original SWAT Tactical World
Cup San Antonio, TX
10/18/08-10/23/08

We hope to see you at these events, the overwhelming majority of which put us into contact with our customers and end users. Along side this list are several events where we support our sales reps and international distributors in doing more local events.

Volume 21

January 1, 2008

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Special Points of Interest:

- SHOT Show '08 is Feb. 2-5. Booth number: 9155
- We moved! New address: **4213 Technology Dr. Modesto, CA 95356**
- Happy New Year!

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

SHOT Show
Las Vegas, NV
February 2—5, 2008
BOOTH #9155



Annual Domestic Sales Meeting
Embassy Suites Convention Center-
Las Vegas, NV
February 4, 6:30 pm

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



Original S.W.A.T. In The News This is where you will find the latest press coverage on Original S.W.A.T. Footwear, Marketing Programs, and News. Do you have any local P.R. that we can include? Please send scans, publication titles, and issue cover dates to ecabezut@originalswat.com

Original SWAT Air 9 Inch Side Zip MT



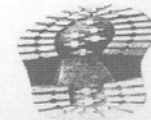
Tested by a NYTOA member from Orange County

I received these boots from Original SWAT last year and have been wearing them ever since.

They have held their form despite use in rain and snow though they have yet to be fully submerged in water.

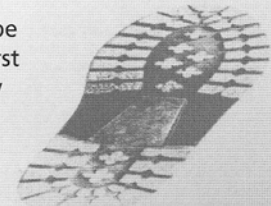
What I find with the Original SWAT boot is that it is exceptionally lightweight. You can run with the boot on because it feels as if it has the weight of a sneaker. Also, when it comes to being able to quickly put your boots on, this boot cannot be beaten. When you unzip the top of the boot, the boot opens as if it was hinged and provides easy access and exit for your foot.

There is a bit of an odd overhead appearance to the boot; the boots appear to be too small for your feet and are very thick side to side. As a matter of fact, when I first opened the box, I thought I had gotten a size at least two sizes too small. It may only be the width of the boot that causes this illusion, but rest assured, the comfort and convenience of the boot more than makes up for a trick of the eyes.



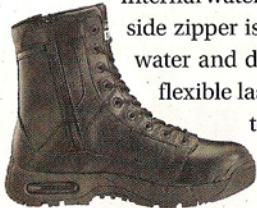
New York Tactical Officers Association Magazine

Winter 08



ORIGINAL S.W.A.T.

Original S.W.A.T.'s Air All-Leather Tactical Waterproof boot is lightweight at 44 ounces per pair and features air sole technology for superior comfort. The boot's waterproofed leather upper has an internal waterproof breathable membrane and the YKK side zipper is Velcro tabbed and gusseted to keep out water and debris. The footbed's steel shank between flexible lasting boards provides lateral stability and torsional strength, topped by a removable sockliner. Original S.W.A.T.'s proprietary Metro Traction outsole features an Arch Ladder Tread for grip on rope rappels. The heel's ridged kick plate aids boot removal, and an abbreviated toe bumper prevents scuffs. Eyelets reinforced with heavy-duty plastic prevent laces from ripping through the leather.



S.W.A.T. Magazine

January 08



ORIGINAL S.W.A.T. WATERPROOF AIR SOLE BOOT

Just in time for the winter, Original S.W.A.T. introduces its newest waterproof boot, the Air All-Leather Tactical Waterproof. The lightweight (44 oz./pair) boot is built upon the same foundations as the Metro Traction product category, featuring air sole technology for superior comfort. The boot upper is made from waterproofed leather with an internal waterproof breathable membrane. The YKK® side zipper is Velcro® tabbed and gusseted to

keep out water and debris. The footbed foundation consists of a lightweight, riveted steel shank sandwiched between two flexible lasting boards for superior lateral stability and torsional strength, then topped by a removable molded orthotic sock liner. Additionally, Original S.W.A.T.'s proprietary Metro Traction outsole features a unique Arch Ladder Tread, specially designed for extra grip on rope rappels. For more information, contact Original S.W.A.T. Footwear Co., Dept. S.W.A.T., 4901 Cloutier Drive, Ste. B, Salida, CA 95368, (209) 545-2500, www.originalswat.com.

Original SWAT • Air All-Leather Tactical Waterproof

HEIGHT: 9 inches • **SIZES:** Men's D-width sizes 7-15, EEE-width sizes 8-15; both in half sizes up to 11.5 • **COLOR:** Black
UPPER: Waterproofed leather with an internal waterproof breathable membrane • **SOLE:** Proprietary Metro Traction outsole with Arch Ladder Tread for extra grip on rope rappels
SPECIAL FEATURES: Waterproof, ridged kick plate on heel, abbreviated toe bumper, plastic-reinforced eyelets
CLOSURE: Laces and side zipper • **PRICE:** \$100
 Need FREEInfo? Use #22332

Police Magazine, Dec. 07

N.T.O.A. Grant Winners Announced



SPA-NTOA Grants

Special Program Assistance for Needed Tactical Officer Assets

The National Tactical Officers Association provides an equipment donation program: Special Program Assistance for Needed Tactical Officer Assets (SPANTOA) for SWAT Teams throughout the United States. The program is designed to provide important life saving equipment to SWAT/tactical teams that may otherwise not be able to obtain this equipment. All applicants are required to have a valid NTOA Team Membership to be eligible for grant programs.

Applicants are chosen up to and including: the completeness of their application, statistical data on operations, team size vs. department size vs. population served, and a narrative that is at least 300 words as to why a team should be selected .

As a corporate member of the National Tactical Officers Association, Original SWAT is given the opportunity to support a law enforcement agency with a product donation through the NTOA Grants Program. This year, Original SWAT received over 25 applicants from all over the United States: California, Florida, Michigan, Oregon, South Carolina, Texas, Virginia, and others.

The winners for 2007 happen to be located in our own backyard! Congratulations goes out to the Stanislaus County Sheriff's Department. Original SWAT is located in Modesto, the largest city in Stanislaus County, CA. It's always a good thing to help out in your own community and it can't hurt to be friends with local law enforcement! To follow is the SPA-NTOA grant proposal, as submitted by Sergeant Jason Cook.

Agency Size: 210 Sworn Officers

Tactical Team: 18, part-time

Stanislaus County is located in the Central Valley of California providing easy access to the Bay Area,

Sacramento, Sierrra Mountains

and the Yosemite Valley. Sustaining a population of over 500,000 the Sheriff's Department provides services to the vast county outlets, four contract cities its staffs and the smaller agencies that do not have the resources for a SWAT team. Innovative approaches to securing a high and safe quality of life is the goal of the Sheriff's Department. Affordable living conditions, recreation and open areas draws people from all over central California who in some cases commute many hours to and from work. Methamphetamine, auto theft and a growing gang population often too find the same condition inviting as they escape the larger cities.

Deputies in the field are being challenged by suspects that are far too often better equipped, trained and reside in fortified houses. High profile cases in the county such as the Lacy Peterson, Cary Stayner, Polly Klaas, Sgt. Howie Stevenson and CHP Officer Earl Scott murders task the department's recourses as we bring their assailants to justice. No longer is the Central Valley exempt from the violence of these predators. The Stanislaus County Sheriff's Department SWAT Team is comprised of Eighteen (18) dedicated individuals. Specialties on the team include snipers and a newly added medic program. Providing innovative training and the best equipment available is a challenge in times of economic downturn. Partnership with a company such as yours provides us with opportunities not only to obtain superior equipment, but to work with a proven leader in the tactical equipment field. Our SWAT team is unable to provide boots to it's Operators, therefore our team members have to purchase their own. Our Operators feel S.W.A.T. Tactical Footwear boots are a superior boot because they are extremely comfortable and require no break-in period. Sending each of our Deputies home safe each day is our goal! We are hard charging and driven to do the best with whatever situation is tasks to us. We ask for your support and look forward to working with your company and invite you to join our TEAM.



Original S.W.A.T. Footwear

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Introducing the Original SWAT Tactical World Cup

In 2008, Original SWAT will be the title sponsor of the first annual Original SWAT Tactical World Cup. Looking for a new, fresh tactical competition, we've formed an alliance with Operator's Edge to produce this new world class event. The competition promises to include realistic and practical training exercises.

Mission Statement:

Tactical World Cup's mission is to provide a competitive training environment for the special operations community from across the globe. Focusing on reality-based tactical scenarios and limiting gamesmanship is a priority. We promise to provide such a competition. In cooperation with our sponsors and vendors, we further commit to offering the latest in mission-specific tools, technologies, and tactical training. We are committed to building teamwork and camaraderie through competition.

Stay tuned for updates as things develop. The Original SWAT Tactical World Cup will be held in San Antonio, Texas on October 18—23, 2008. If you work with any companies that may be interested in sponsoring or becoming a vendor, please contact Lance Bertolino, lance@operatorsedge.com. If you have teams interested in competing, contact Robert Potter, rpotter@operatorsedge.com. The official website is www.tacticalcup.com.



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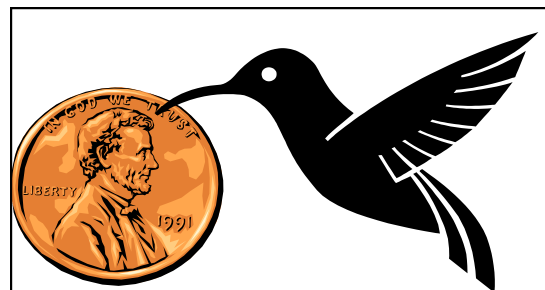
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SAVE THE DATE

A quick reminder to mark your calendars for our first annual International dinner meeting at the 2008 SHOT Show, Las Vegas. This year's meeting will take place at Rosemary's Restaurant. Reference the emailed invitation for directions and details. See you there on Sunday, February 3 at 6:30.



**A hummingbird weighs less
than a penny.**

Brandi's Useless Facts