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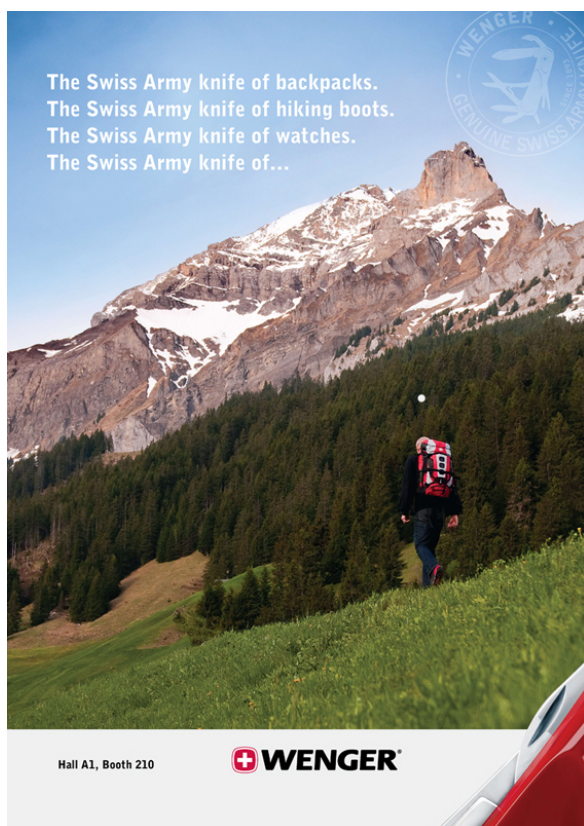
Wenger Returns to Its Roots

New Brand Positioning Places 116 Year-Old Brand Firmly in the Active Outdoor Market

Delémont, Switzerland - January 21, 2010 – Wenger, Maker of the Genuine Swiss Army Knife, has re-committed itself to its roots as an active outdoor brand. Reaching back through its storied history of providing multi-functional tools for outdoor adventure, Wenger recently returned back to its original and natural brand position.

“The Wenger brand empowers adventurers with multi-functional equipment possessing a unique pedigree. We also seek to reflect the more humble attitudes and the true spirit of active dynamic individuals who appreciate the beauty of the great outdoors through human and natural-powered activities,” stated Peter Hug, CEO of Wenger.

While the company’s corporate philosophy hasn’t changed, the brand visually took on a new look. Multi-functionality has continued to be paramount in product development and marketing communication. “We view this new direction as more of an affirmation of our brand positioning rather than a change of position,” said Hug.



Wenger’s new persona includes a small modification to the famous Wenger logo, while a “Seal of Authenticity” and a “Corner Knife” are now being used as brand assets and powerful reminders of the brand’s enduring icon, the Swiss Army Knife. Wenger photography presents consumers with challenging, yet achievable situations, leaving the most extreme activities to be experienced by brand ambassadors.

Recently, Wenger extended the brand beyond pocket knives and watches with footwear, camping gear and travel gear – building multi-functional, reliable products that are genuine, trustworthy and unique. The company has implemented changes to product design that align all products with the new brand position. “Multi-functionality is what sets us apart from the crowd and we will continue to design and engineer products that serve more than one purpose and perform more than one task, like our Swiss Army Knives,” continued Hug.





Along with its commitment to title sponsorship of the Wenger Patagonian Expedition Race, Wenger has aligned itself with world-famous Brand Ambassadors. Global Adventurer Mike Horn has been halfway around the world on his Pangaea Expedition, the Alinghi sailing team will compete in the upcoming 33rd Defense of the America's Cup, and Professional Mountaineer Ueli Steck continues to work alongside Wenger to help expand the product line. Each continues to provide product design and testing as well as a common voice for the brand that reflects its new direction.

Evogrip Swiss Army Knife

If your knife accidentally slips from your grasp - out from under you, Mother Nature's probably not giving it back. That's why Wenger designed the Evogrip. First, we molded the handle so it fits snugly against the contours of your hand. This improves gripping power and cutting leverage. Then we embedded non-slip rubber inserts at four main contact points. Even when hands are wet, the knife helps keep itself where it belongs. Firmly in your grip.

WENGER

"Strategically, Wenger has partnered with world-class ambassadors who will test the boundaries of our product performance. Equally important, each ambassador carries strong environmental messages," said Hug. "For example, Mike Horn's Pangaea Expedition will spend 4 years travelling the globe educating the world's youth about the detrimental effects man is having on the environment. The Wenger Patagonian Expedition Race is the world's most challenging adventure race, and has a goal to preserve and protect the pristine and vulnerable region of southern Patagonia, Chile."

Full portfolio alignment and marketing collateral roll-out continues through 2010 including a new advertising campaign which will feature billboards, print ads and posters at the Outdoor Retailer Show in Salt Lake City, Utah. The campaign will include Wenger's Mike Horn Knife, Alinghi SUI1 Knife and Nomad LED Digital Compass Watch, all products which align with the new brand positioning.

About Wenger NA

Wenger NA is the exclusive United States and Caribbean marketer of Wenger-branded products. Founded in 1893 in the Delemont, located in the famous Swiss Jura region, Wenger was developed around a passion for innovation, precision and expert craftsmanship and is best known as the Maker of the Genuine Swiss Army Knife. Today, the company produces approximately 250 styles of its famous pocket knives, as well as butcher's and professional catering knives known the world over. In 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. In just 12 short years Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance. Within the last eight years, Wenger established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army Knife in the footwear, tent, backpack, sleeping bag, computer mobility and travel gear categories. The company's website is www.WengerNA.com.

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