

3rd Quarter
July - September 1999

Spyderco Worldwide Network

Y2K

Spyderco

In this 2nd half of 1999 we have begun to initiate some exciting changes at Spyderco. The biggest change has been the streamlining of our product line. We have decided to reduce the size of our current line considerably for the year

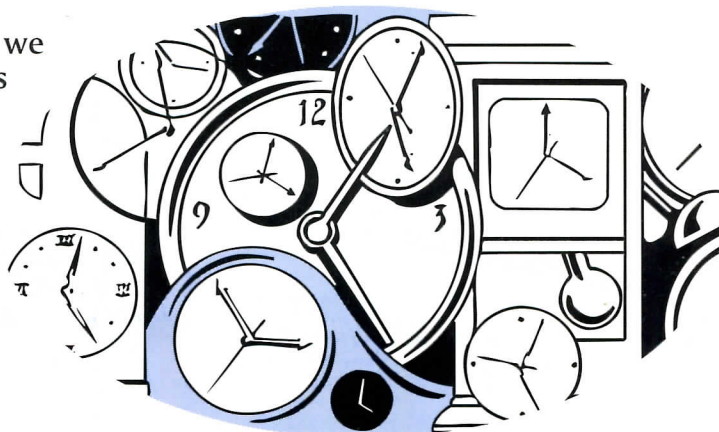
2000. By doing this we will be able to focus our production on those models that are highly demanded. We are optimistic that we will be able to better control backorder problems.

At the beginning of the year we carried over 50 different models, creating approximately 250 SKU numbers. The basic plan is to have a total of 30 models in the complete line. In the initial phase, we renumbered and in certain cases renamed some of the models so that each could be grouped together in a family. For example, the C43 Delica II_{TM} is a member of the Delica_{TM} 'family' so it was renumbered as the C11S or C11P (denoting stainless steel), versus C11SBK (denoting the

lightweight version). Other versions have been renamed, for example, the C13PS has become the ProGrip II_{TM}. To follow suit the C33PSBK has been renumbered as the C13PSBK ProGrip_{TM}.

With the models grouped into families, we created an organized list to rank our knives according to sales figures. A list of top 30 selling models was then determined and from this list we automatically selected the top 15 selling models to remain in the line. Then, for the last 15 models, we carefully considered each of the models on the remaining list.

Please see enclosed list on pages 5 & 6.



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SHOWS

August

Outdoor Retailer Show
Salt Lake City, UT
8/12 - 8/15

National Hardware Show
Chicago, IL
8/15 - 8/18

PKA Show
Denver, CO
8/13 - 8/15

TREXPO East Show
Chantilly, VA
8/18 - 8/19

NBS Fall Market Show
Ft. Worth, TX
8/28 - 8/31

September

Worldwide Distributor
Show
Reno, NV
9/13 - 9/16

DID YOU KNOW...

First delivery of the T01 SpyderRench™ is scheduled for Fall 1999. Production numbers will be limited throughout the remainder of the year.



Production on the Native™, model C41PBK and C41PSBK is in full swing. These U.S.A. made, lightweight models are now available for immediate delivery.

Production resumed in June 1999 on model C41PS, the stainless steel handled Native.



The Centofante designs, models C25G and C50G are being produced in our Golden facility. Production is now moving along. We are filling backorders in the order that they were placed.



There has been a slight change to model C58, the J. D. Smith custom collaboration. To enhance secure attachment of the clip a steel liner has been added.



The new Tri-Angle Sharpmaker™, model 204MF started shipping to Dealers in early May. We are now filling current orders.

In This Issue

| | |
|----------------------------------|---|
| Y2K Spyderco | 1 |
| Shows | 2 |
| Did You Know | 2 |
| Product News | 3 |
| Marketing Update | 4 |
| Custom Knifemaker's Corner | 7 |

We draw one knife winner each month from the completed product registration cards returned to us. The lucky winners for March through May are:

~ Thomas B. • Charlotte, NC • C45BK Rescue Jr.™ ~
~ Mark S. • Fairview, PA • C11BK Delica ~
~ Shawn V. • Portland, OR • C52BM Calypso Jr.™ ~

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MN07 Mini Police Model™ Necklace

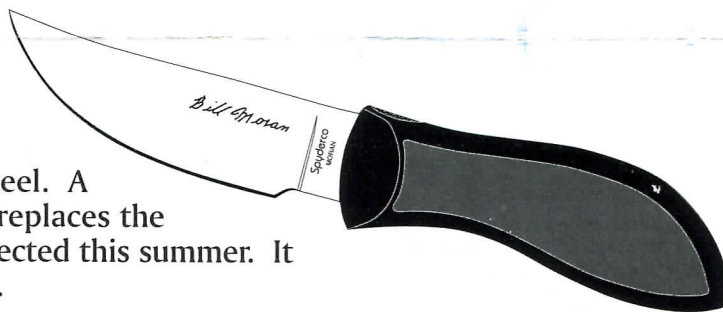
PRODUCT NEWS



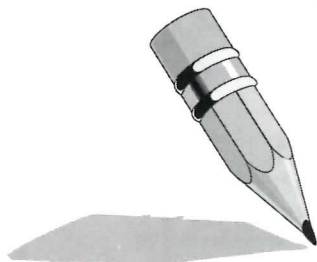
Wow! It's a miniature Police Model necklace. This actual working knife features the famous SpyderEdge™ and a positive lock. The handle of model MN07S is titanium and premium ATS-34 has been selected for the blade steel. Embellished with the Spyderco "bug" logo, the knife measures 1 13/16" (46 mm) in the closed position. It hangs from a 22" sterling silver neck chain. The Mini Police Model weighs only .4 oz (12 g) and is packaged in a velvet gift box. The suggested retail price is \$71.95. This little gem will be produced in limited quantities making it a truly collectible piece.

FB01 Bill Moran Featherweight

Some changes have been made to model FB01, the Bill Moran Featherweight. We have changed to a flat ground blade to facilitate easier edge maintenance. The new blades will feature a satin finish on the VG-10 steel. A Kydex® sheath will be sold with the knife. This replaces the original leather sheath. The updated style is expected this summer. It will have a new suggested retail price of \$89.95.



Discontinued Models



As part of our SKU reduction program, the following knives have been discontinued: C02S Mariner™, C02SL Mariner (Left Hand), C07SL Police Model™ (Left Hand), C08GS Harpy™ (G-10 handle), C12S Civilian™ (aluminum handle), C16PS Wayne Goddard (Micarta handle), C18PS Wayne Goddard Jr. (Micarta® handle), C40P Jot Singh Khalsa (PlainEdge™), C40S Jot Singh Khalsa (SpyderEdge), C45S Rescue Jr. (stainless steel handle), GS102P Game Hunter™ (PlainEdge), GS105PS Intrepid™ (PlainEdge/SpyderEdge) and GS105SBT Intrepid (SpyderEdge with button opener). All inventory on these models has been depleted.

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MARKETING UPDATE

The Wait is Over

The new 204MF Tri-Angle Sharpmaker became available in May. The first 12,500 pieces will be shipping with a detailed instruction booklet, outlining how to use the sharpener on a variety of tools. Enclosed in the packaging is a customer reply card. When filled out and returned to Spyderco, a free instructional video will be mailed to your customer. The video and instruction booklet are coordinated, so your customers will be able to fast forward directly to the section on the video that most ideally suits their sharpening needs. Subjects covered include: how to sharpen serrated and plain edge blades, sharpening kitchen knives, axes, router bits, potato peelers, and pointed objects like darts and fishhooks. After the initial run, the 204MF will ship with both the instruction book and the video.

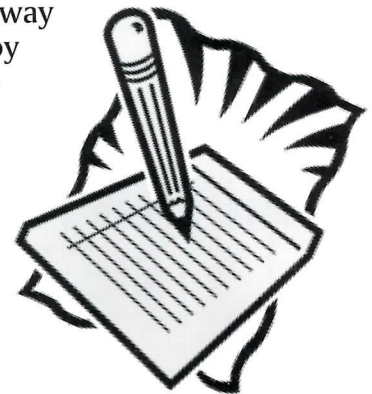
Concept Knives Policy

You know that Spyderco releases many, many new models every year. You also have experienced the headaches we create with developing, manufacturing and getting these models to you in a timely manner. It has brought us to a simple conclusion, Spyderco talks about our new models too soon!

We have developed an in-house policy to ease the frustrations of introducing new models. Starting immediately, Spyderco will adhere to a policy that we have entitled the "Concept Knives Policy". When we receive a new idea (sample knife) in-house it is labeled a "concept knife". Concept knives are actually an R&D idea in tangible form and often change considerably before we manufacture them (in some cases we may decide not to make them at all), just like the concept cars that Honda, Chevrolet and Ford introduce at car shows every year. These are ideas we are "tinkering" with but have not committed to manufacture, that makes them at least 6 months away from delivery. Concept knives cannot be photographed or written about by the media, dealers and/or distributors. Spyderco will bring concept knives to trade shows to get your valuable feedback and ideas ("do you like it, will your customers?"). We ask for your discretion in not speaking about concept knives to the public.

Once committed to manufacturing a design and when it is 6 months or less away from projected delivery, the model becomes (and is labeled) a "prototype knife". Prototypes, we encourage everyone to talk about! We are happy to provide press releases, photos and technical specifications for these models.

We understand that your customers are always looking for what's innovative and noteworthy in the industry. Helping us follow this program will allow us to obtain your valuable feedback and opinion. By not marketing the product until it is time, your customer's wait for new Spyderco products will be a shorter one. All of us at Spyderco thank you for your cooperation in making this program work!



Spyderco Y2K Lineup

The list below reflects knife models that will be available through 2000

~ Please read the following points before continuing ~

- ❖ Existing models not listed will be available through 1999 or while quantities last.
- ❖ Batch items (limited production runs) such as some collaborations are not guaranteed to be available through 2000 and will be reordered based on demand. They are therefore not listed.
- ❖ We will continue with ceramic sharpeners and kitchen knives although they are not reflected on the list.
- ❖ Spyderco plans to introduce 4 models in the last quarter of 1999 and 5 models in 2000. They will be announced as delivery dates are solidified.

| | Models | Handle Materials | Edge Config. | Scale Color |
|----|---------------------------------------|-------------------------------|------------------|-----------------|
| 1 | C01 Worker | SS | S | |
| 2 | C07 Police Model C07G Police Model | SS G-10 | P, S P, S | Black |
| 3 | C08 Harpy C08BK Merlin | SS FRN | S S | Black |
| 4 | C09 CoPilot | SS | P, S | |
| 5 | C10 Endura C10BK Endura | SS FRN | P, S P, PS, S | Black |
| 6 | C11 Delica C11BK Delica | SS FRN | P, S P, PS, S | Black |
| 7 | C12G Civilian | G-10 | S | Black |
| 8 | C13BK Pro-Grip C13 Pro-Grip II | FRN w/ KRATON SS w/ KRATON | PS PS | Black |
| 9 | C14BK Rescue C14OR Rescue | FRN FRN | S S | Black Orange |
| 10 | C16BK Wayne Goddard Ltwt. | FRN | PS | Black |
| 11 | C17BK Catcherman | FRN | PS | Black |
| 12 | C22BK Michael Walker Ltwt. | FRN | P, PS | Black |
| 13 | C25G Frank Centofante Jr. | G-10 | P, S | Black |
| 14 | C26BK Snap-It | FRN | S | Black |
| 15 | C28 Dragonfly C28BK Dragonfly | SS FRN | P, S P, S | Black |
| 16 | C29BK Cricket | FRN | P, S | Black |

| | Models | Handle Materials | Edge Config. | Scale Color |
|----|---|-------------------|----------------|----------------------|
| 17 | C30BK Remote Release | FRN | S | Black |
| 18 | C36G Military | G-10 | P, S | Black |
| 19 | C38BK Jess Horn Ltwt. | FRN | PS | Black |
| 20 | C39BK Dyad Jr. C39 Dyad Jr. | FRN Micarta | P&S P&S | Black Black |
| 21 | C41 Native II C41BK Native Ltwt. | SS FRN | PS P, PS | Black |
| 22 | C42 Howard Viele | Micarta | P, S | Black |
| 23 | C45BK Rescue Jr. C45OR Rescue Jr. | FRN FRN | S S | Black Orange |
| 24 | C46 Bob Lum | Titanium | P, PS | |
| 25 | C48G Tim Wegner | G-10 | P, PS | Black |
| 26 | C50G Frank Centofante | G-10 | P, S | Black |
| 27 | C51 Rookie | SS | P, S | |
| 28 | C52 Calypso Jr. C52BM Calypso Jr. | SS Micarta | P, S P, S | Black |
| 29 | C55G Bob Terzuola Starmate | G-10 | P, PS | Black |
| 30 | C62 Navigator | Almite | P, S | Blue |
| 31 | LBK Ladybug LBL Ladybug LRD Ladybug | FRN FRN FRN | PS PS PS | Black Blue Red |
| 32 | LBKII Ladybug II | FRN | PS | Black |
| 33 | FB01 Bill Moran Featherweight | FRN w/ KRATON | P | Black |

Key

FRN: Fiberglass-Reinforced Nylon

P: PlainEdge

PS: Combination Edge (PlainEdge and SpyderEdge)

S: SpyderEdge

SS: Stainless Steel

Note: All information contained in above list is subject to change without prior notice.

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CUSTOM KNIFEMAKER'S CORNER

featuring Bob Lum

Growing up in Oregon, Bob Lum spent a great deal of his time outdoors. Many of his favorite outdoor sports required that he carry a knife with him and he gained a great deal of respect for this tool of necessity. As he grew older, his respect for knives transitioned to a love for the art of knifemaking. Using basic machinery he built himself, he set up shop in 1976. He now lives in Eugene, Oregon with his wife, son and dog.

His background in photography gives him a selective eye which he uses to create his custom knives. His designs have been influenced by fellow custom knifemakers Herman Schneider, Ron Lake and Terry Davis as well as his own personal preferences regarding form and function. Bob is best known for his tanto-style blades and has been credited for popularizing this Japanese style blade that he calls an "Americanized Tanto". Most custom Lum pieces have an integrated clip and sport ATS-34 blade steel. The handle material he uses depends on the knife itself, some of his selections include, African black wood, stag and Micarta. Bob's name written in Chinese character is embellished on the blade of all his designs. The two vertical brush strokes are a translation of Lum which means forest.

Bob's popular blade style graces his first collaboration with Spyderco. The C46 Bob Lum CLIPIT has a 3 13/16" (97 mm) hollow ground blade made of ATS-55 steel. The hump formed by the Spyderco Trademark Round Hole™ is angled to give added control while cutting. The bead-blasted titanium handle complements the tanto blade and has a stainless steel pocket clip positioned for tip-up carry and a lined lanyard hole. This quality tactical-style folder has smooth opening and closing action and weighs just 5.1 oz (145 g).



C46 Bob Lum

(Production Prototype Pictured)

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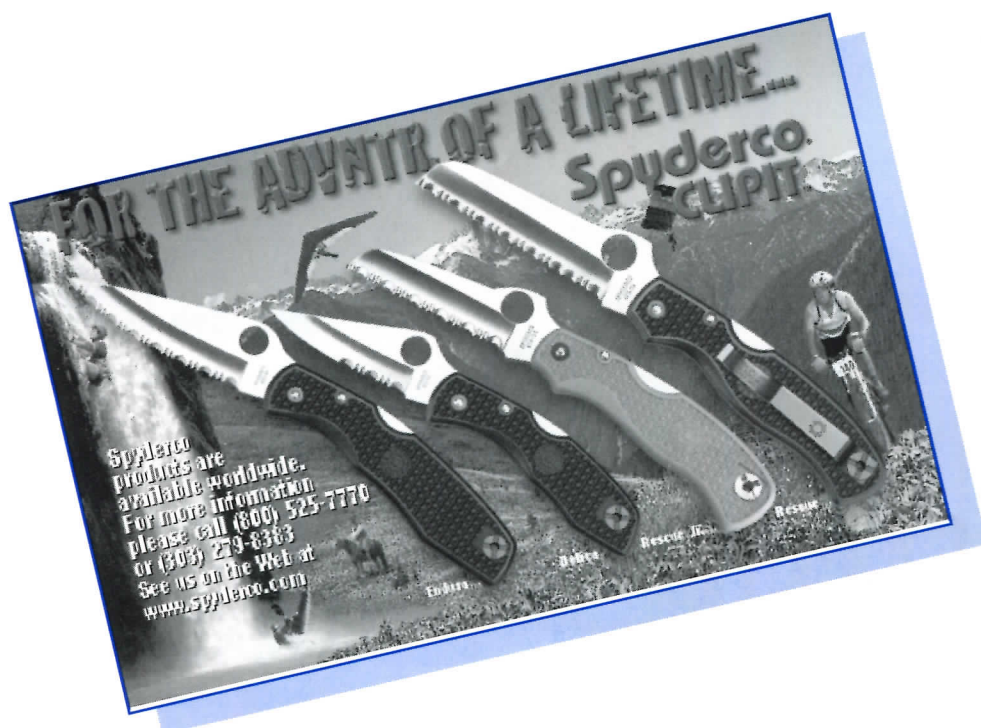


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**Spyderco Y2K
Model List Inside!!!**

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Purchasing Agent
Immediately!**



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