

Awards, Honors & Memberships

Design Awards/Honors For Wedge-Lock Handle

- CUTCO is part of the permanent collection at the Museum of Modern Art, New York City.
- Katonah Gallery, Katonah, N.Y.
- Rhode Island School of Design
- CUTCO's ergonomically designed Wedge-Lock handle is featured in American Design Classics, a book about excellence in U.S. product design.

Other Honors

- Many products "Member Tested & Recommended" by the Cooking Club of America.
- 2002 Share Our Strength Frontier Award.
- Featured on Travel Channel's "John Ratzemberger's Made in America," 2005; Food Network's "Unwrapped," 2006; History Channel's "Modern Marvels," 2007

Consumers Digest Magazine "Best Buy," 1998 & 2005

- Award "in recognition of excellence" for the Paring Knife, Petite Chef, Boning Knife, Table Knife Sets and Galley + 6 Set.

AFL-CIO Labor Award

- Union Label & Service Trades Department, AFL-CIO 2002 Labor-Management Award

Culinary Sponsorships

- CUTCO Cutlery is used by chefs and cooking class participants in various settings at the New York Wine & Culinary Center.
- CUTCO Cutlery is used by contestants in the National Chicken Cooking Contest.

Educational Resources

- CUTCO is a case study in the 10th edition of Strategic Marketing Problems (Kerin & Peterson), a leading undergraduate marketing casebook used in class discussion for developing decision-making skills.

Educational Partnerships

- National Association of Colleges and Employers (NACE), Corporate Sponsor.
- American Marketing Association, Collegiate Partner.
- Pi Sigma Epsilon, Corporate Partner.
- National Conference on Sales Management, Corporate Sponsor.

Memberships

- Direct Selling Association (DSA).
- Direct Marketing Association (DMA).
- International Association of Culinary Professionals (IACP).
- American Culinary Federation (ACF).
- Direct Selling Education Foundation (DSEF).
- Better Business Bureau.
- American Edged Products Manufacturers Association (AEPMA).

World-Class Customer Satisfaction/Service

In The Home

When our customers prepare food for family and friends, they give their best, which is why we at CUTCO Cutlery believe in giving them our best – the world's finest kitchen cutlery, accessories and service. When a customer establishes a relationship with CUTCO, that bond is nourished by our **Forever Guarantee**.

Since 1949, CUTCO has been manufacturing cutlery and accessories with the home cook in mind. Hundreds of customers have shared stories about how CUTCO products have not only improved their culinary experiences but also their family experiences, allowing them to quickly and easily prepare meals so they can spend more time with family and friends.

Customer Service

We care for our customers in many ways, including in-home service calls by independent sales representatives who offer sharpening and other services, as well as our skilled customer service representatives at our headquarters. The CUTCO ideal of stellar customer service is contained in our Forever Guarantee, which, among many features, provides for free sharp-



CUTCO customer service

ening forever. CUTCO is more than an investment in quality, it is an investment in family traditions. Our products will play a role in your family's celebrations for years to come.



In-home service

For my family, if it isn't CUTCO, it just won't cut it. Their beauty and precision have made them a joy to use. We have recommended CUTCO to many friends and relatives over the past half century.
– William Solomon, El Cajon, Calif.

Proud corporate supporter of the American Heart Association's Go Red For Women movement

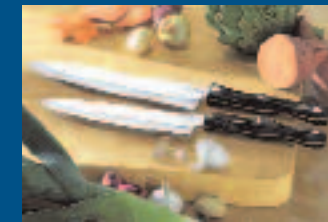


CUTCO is donating a minimum of \$200,000 by March 2009 to help the American Heart Association reduce the risk & incidence of heart disease, the No. 1 killer of women today.

For more information, visit www.cutco.com or www.goredforwomen.org.

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Commitment To Excellence



CUTCO
The World's Finest Cutlery

Honesty, integrity and ethics in all aspects of business

Corporate Profile

CUTCO is the largest manufacturer and marketer of high-quality kitchen cutlery and accessories in the United States and Canada. The CUTCO corporate family consists of **Alcas Corporation**, the parent company; **CUTCO Cutlery Corporation**, manufacturer of CUTCO Cutlery; **Vector Marketing Corporation**, exclusive marketer of CUTCO directly to consumers via sales representatives located in the United States and Canada; **CUTCO International Inc.**, responsible for the international marketing of CUTCO; **KA-BAR Knives Inc.**; and **Schilling Forge Inc.** All companies, except Schilling Forge, are headquartered in Olean, New York.

Facts and Figures

- Annual sales of CUTCO were over \$197 million in 2007.
- There are more than 100 products carrying the CUTCO name ... kitchen cutlery, utensils, gadgets, flatware, sporting and pocket knives, garden tools and cookware.
- All CUTCO products carry a Forever Guarantee that protects our customers' investment ... forever.
- CUTCO knives are American made.
- CUTCO has been purchased by over 15 million satisfied customers.
- There are over 700 manufacturing and administrative people employed at the Olean, N.Y., headquarters.
- CUTCO products are sold via Vector Marketing Corporation's independent sales representatives in the United States and Canada.
- CUTCO products are marketed, by appointment only, directly to consumers through one-on-one, in-home presentations.

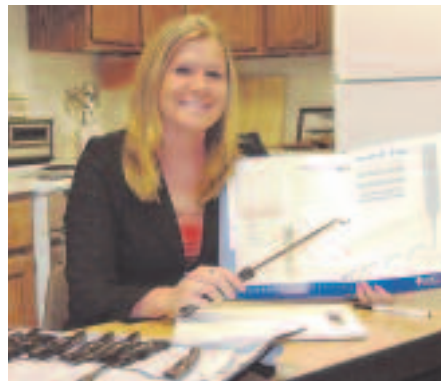


- 1949** The first CUTCO knife is manufactured and sold following the formation of Alcas, a joint venture between ALCOA and Case Cutlery.
- 1952** The ergonomically-designed "hand-perfect" Wedge-Lock handle is added to CUTCO cutlery, ensuring a comfortable, no-slip grip.
- 1960** The Double-D® stay-sharp recessed edge is added to appropriate CUTCO items.
- 1972** ALCOA purchases Case Cutlery's shares of Alcas. Alcas becomes wholly owned by ALCOA. An improved Universal Wedge-Lock handle is added to CUTCO products.
- 1982** Alcas management team purchases the company from ALCOA in a management buyout.
- 1985** Alcas acquires Vector Marketing Corporation, establishing it as Alcas' wholly owned CUTCO marketing subsidiary in the United States.
- 1990** Vector Marketing expands into Canada.
- 1996** Alcas acquires KA-BAR Knives Inc.
- 1999** CUTCO marks its 50th anniversary.
- 2000** CUTCO launches its e-commerce Web site for established customers.
- 2001** CUTCO opens a Visitors Center next to its corporate headquarters.
- 2004** Alcas acquires Schilling Forge Inc., in Syracuse, N.Y., a small, privately held supplier of custom forgings.
- 2007** CUTCO becomes a corporate supporter of the American Heart Association's go Red For Women movement.

Vector Marketing The Sales Arm of CUTCO

Since its founding in 1949, CUTCO Cutlery has been sold by independent sales people direct to consumers in the convenience of their homes. This personalized marketing approach allows customers to experience CUTCO before buying cutlery that is guaranteed forever.

The majority of our enthusiastic sales force is young, college-age men and women who find the experience to be an investment in their personal and professional futures. After a free initial training seminar, sales representatives may purchase a fully refundable sales presentation kit. Once in the business, professional development opportunities abound for each sales representative and manager, cultivating skills like communication and time-management that they can rely on for the rest of their lives.



- People** Belief in the unlimited power of the individual, complemented by a genuine attitude of caring.
- Programs** Sales, training and customer service programs have earned recognition industry wide for excellence.
- Products** Marketing CUTCO, the world's finest cutlery, manufactured with superb materials and craftsmanship, and guaranteed forever.



Commitment to Quality

The craftspeople at CUTCO are proud to continue an American cutlery making tradition as they manufacture the World's Finest Cutlery. That tradition is combined with high-quality stainless steel, advanced stamped-blade technology, and ongoing quality assurance testing, making certain each piece of CUTCO is worthy of our Forever Guarantee.

The CUTCO Product Line Includes:

- Kitchen cutlery sets of 2 to 32 pieces - from starter to gourmet - in oak blocks, trays or gift boxes.
- Gift sets, including Carving Sets, Barbeque Set and Table Knife Sets.
- Open stock items, from Paring Knives and Table Knives, to Chef Knives and Slicers.
- Specialty knives, including a Cleaver, Boning Knife, Vegetable Knife and Santoku Knife.
- Accessories, including Flatware, Super Shears, Vegetable Peeler, Pizza Cutter, Ice Cream Scoop, Garlic Press, Cheese Knife and a Kitchen Tool Set.
- Garden Tools, as well as Sporting and Pocket Knives.

Product pre-eminence, quality and reputation

All CUTCO products carry a Forever Guarantee.



Double-D® Recessed Edge
Features a series of three sharp cutting edges that are recessed to protect them from ceramic plates, countertops and other surfaces that can dull knives. This Double-D design makes a clean cut every time. In addition, it can be resharpened through our factory's complimentary sharpening service.

A Close-Up Look At CUTCO's Double-D Edge



Makes a clean cut and can be factory resharpened

Quality High-Carbon, Stain-Resistant Steel
The CUTCO blade manufacturing process begins with high-carbon, stain-resistant steel. Then we use a time-honored, three-step process in which we heat treat, deep freeze and oven temper the steel. This produces a blade that's durable, flexible and able to hold a sharp edge.

Full-Tang Construction
The steel of the blade extends the full length of the handle for extra strength and perfect balance.

Triple Rivets
Handles are attached to the blade with three highly polished, nickel-silver rivets. Each rivet is carefully sanded to be flush with the surface of the handle to ensure durability, comfort and cleanliness.

Ergonomically Designed "Hand-Perfect" Handle
The Universal Wedge-Lock handle on CUTCO cutlery is contoured to distribute the workload equally on all parts of the hand. This design provides a comfortable fit for all hands, left or right, large or small. Made from a smooth, highly engineered thermo-resin material, our handles will not crack, chip, stain or absorb moisture. Plus, they are dishwasher safe.