

NEWS OF OUR CLIENTS



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ONTARIO KNIFE COMPANY® PROMOTES DENE B PIRRONE TO VICE PRESIDENT OF SALES & MARKETING

Experienced Business Development Leader Recognized for His Contributions to New Account Acquisitions, New Product Commercialization, and Brand Development at OKC®

Ontario Knife Company® is proud to announce the promotion of management team member Deneb Pirrone to his new role as Vice President of Sales & Marketing. In this executive position, Pirrone will continue his leadership of OKC's efforts to develop new business through sales and marketing management, launching new lines of business, the development of new product, and the establishment of strategic partnerships. As Vice President of Sales & Marketing, Pirrone reports directly to the President and CEO of Ontario Knife Company and he manages the sales, marketing, and customer service teams.

Pirrone has over 15 years of business development and leadership experience in a wide variety of industries including his previous role as Director of Global Marketing and Sales at Ontario Knife Company and his concurrent role as Senior Director of Corporate Development for OKC's parent company, Servotronics, Inc. (NYSE – SVT). Prior to joining OKC in September 2012, Pirrone served as a Business Manager on the consumer products team at VWR® (NASDAQ – VWR), as a Business Analyst, Strategy & Business Development Analyst, and Finance Analyst at Synacor® (NASDAQ – SYNC), and as a freelance small business consultant. Pirrone holds a Bachelor of Science in Business Administration *magna cum laude* and a Master of Business Administration with Distinction from the State University of New York at Buffalo, where he was inducted into the Beta Gamma Sigma business honors society.

"I look forward to continuing to work closely with Deneb Pirrone in his newly expanded role," said Kenneth Trbovich, President and CEO of OKC. "Deneb's drive and abilities will be a critical part of Ontario Knife's advancement in the industry."

Since joining OKC's leadership team over three years ago, Pirrone has partnered with senior management to help implement plans for growth and new business development. His accomplishments include leading efforts to acquire new accounts that expanded OKC's reach into national retailers, updating OKC's brand portfolio, the launch of OKC's social media channels, commercializing dozens of new products, and overseeing the rollout of OKC's ecommerce website.

"I am very thankful for the opportunity to work with the outstanding team assembled here at OKC," said Mr. Pirrone. "American manufacturing is the bedrock of our economy and I am proud to do my part in its resurgence."

Founded in 1889, the Ontario Knife Company® is an award-winning knife, cutlery, and tool manufacturer operating out of Upstate New York for over 127 years. OKC® produces a wide range of tools, including cutlery and kitchenware, hunting and fishing knives, machetes, survival and rescue equipment, science and medical tools, and tactical knives. OKC has a long tradition of building knives and tools for the U.S. military, producing high quality equipment that has seen continuous service since WWII. In addition to being a major supplier to the U.S. Armed Forces, OKC leverages a network of distributors, dealers, and major commercial retailers to sell its products nationwide and internationally to over 35 countries. OKC's custom manufacturing division Jericho Tool®, advances capabilities including a broad-spectrum of injection molding, tool and die, and machining operations to provide white label and OEM manufacturing services for consumer and industrial goods. Collectively OKC's product lines and manufacturing services reach the house wares, sporting goods, tactical, security, law enforcement & first responders, education, science & medical, and industrial & agricultural industries.

For more information about Ontario Knife Company and its industry-leading line of advanced knives, machetes, edged products and specialty tools, contact Ontario Knife Company at P.O. Box 145-26 Empire Street · Franklinville, NY 14737 · Telephone (716) 676-5527 · Or visit www.ontarioknife.com. The Ontario Knife Company is a subsidiary of publicly traded Servotronics, Inc. (NYSE MKT - SVT).

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