

NEWS OF OUR CLIENTS



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ONTARIO KNIFE COMPANY® LAUNCHES NEW WEBSITE TO SHOWCASE FAMILY OF AWARD-WINNING BRANDS

The New Website Provides Information, Resources and the Ability to Shop for Products Online

Ontario Knife Company® (OKC®) is excited to announce the launch of its new website which features an updated design and a streamlined user experience, enabling visitors a comprehensive mobile-friendly resource for all of OKC's knives, machetes, edged products and specialty tools. The new website supports the company's mission of creating quality products and ways to continually provide access to both those products and information with a multitude of new features including maintenance education, third-party products reviews, news and more.

"Our website now mirrors the advancements we made in recent years improving our manufacturing processes, quality, and new product development," said Deneb Pirrone, Vice President of Sales & Marketing for OKC. "The updated design aligns with the new look of our retail packaging and marketing creatives to provide customers with a consistent brand experience. The standardized design coupled with the site's new UX makes it easier for customers to find - *The Knife You Need When You Need a Knife*®."

The main page of the new site allows visitors to easily navigate through the product categories of Home, Tools, Tactical, Survival and Hunting. This enables users to find the product or information they are looking for quickly and efficiently. Visitors can learn about the company, which employs advanced capabilities including a broad-spectrum of metal and plastic fabrication operations for OKC branded products as well as OEM manufacturing services. Additional content including knife maintenance recommendations and third party product reviews make the site a valuable resource of information both before and after a purchase of an OKC knife or tool.

Outdoor enthusiasts, hunters, campers, first responders, and chefs alike will find it a breeze to shop for their favorite OKC brands including Old Hickory®, SPEC-PLUS®, Agilite®, Ontario Ranger®, RAT®, and Robeson®. The improved shopping functionality of the site, along with thoughtful design, works to minimize the number of clicks making the shopping experience simple and straightforward. Visit the site at www.ontarioknife.com and see for yourself.

Founded in 1889, the Ontario Knife Company® is an award-winning knife, cutlery, and tool manufacturer operating out of Upstate New York for over 125 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 30 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 - SVT).

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