



WENGER

100 YEARS OF DURABILITY

For almost a century, The Swiss Government has licensed two, and only two, companies to manufacture Swiss Army Knives to very exacting specifications.

Dependable, durable, utilitarian beyond the simplicity of their own design, Swiss Army Knives have always been matched with performance so remarkable they have become synonymous with excellence itself. Stories of their use and ability to fix or solve any number of problems are legendary. Around the world, Swiss Army Knives and the quality they represent are recognized by, literally, just about everyone. No surprise then that today Wenger and the products that carry their name and logo enjoy a level of success any brand would gladly accept.

Today you'll find the Wenger side vibrant and progressive, manufacturing and distributing, naturally, the knives that made them famous. (*When you have the chance, take a look at their surprising new designs and functions.*) But you'll also see Wenger associated with, as well as designing and manufacturing specific products for, world class events such as America's Cup, The Rallye des Alpes and The Patrouille des Glaciers. In addition, you'll also see Wenger producing other products that reflect the

legend of the brand: camping gear, specialty backpacks and, of course, what should interest the reader most, sport and specialty watches that are distributed and sold in sixty-two countries throughout the world.

But it hasn't always been smooth sailing. The events of September 11, 2001 caused a profound effect on the world knife market. Tightened security at airports everywhere meant travelers could no longer carry their customary pocketknives. And although watch sales were strong and continued to grow, the financial burden of knife manufacture coupled with diminished sales created an enormous drain on capital.

For the first time in their 100-year history, Wenger found themselves in an economic quandary. Fortunately, and with almost poetic appropriateness, Victorinox, the only other licensed manufacturer of Swiss Army Knives stepped in. With the understanding and dedication only someone closely connected to the brand could provide,

Above, Wenger's Rallye des Alpes watch commemorates the 51st Edition of this historic event, this year taking place in Switzerland, Austria and Italy.

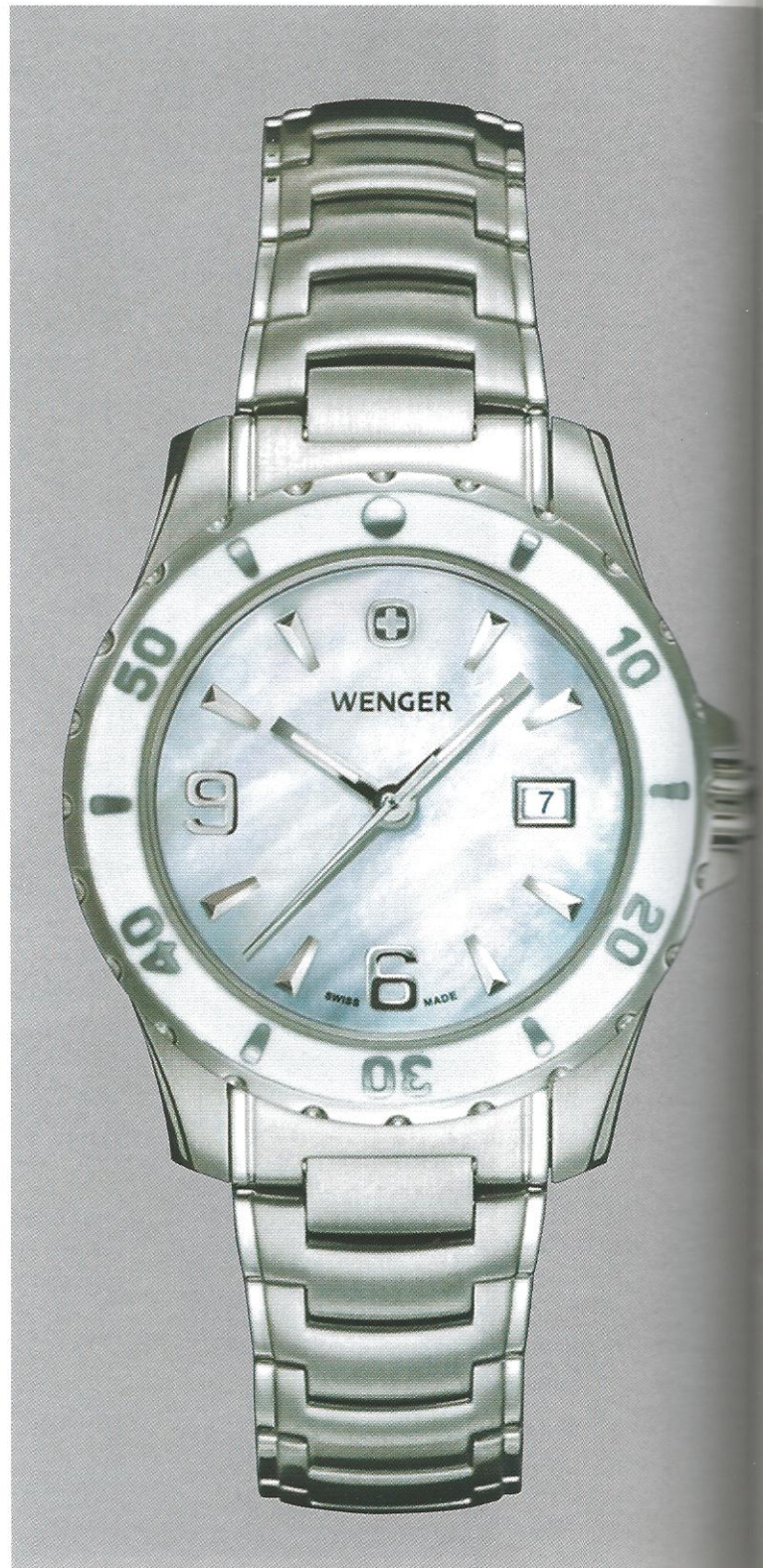
Opposite page, Wenger's Commando SR features a 13-jewel movement and internal rotating slide rule. It can convert currency, MPH to KM/H, multiply and divide.





Left, demonstrating Wenger's philosophy of delivering watches that "do more than just tell time", the Commando Traveler boasts a 24-zone locking time bezel.

Below, elegant, sporty, versatile, pristine – all words that describe the Ladies Sport Series and this model with a mother-of-pearl dial and stainless steel bracelet.



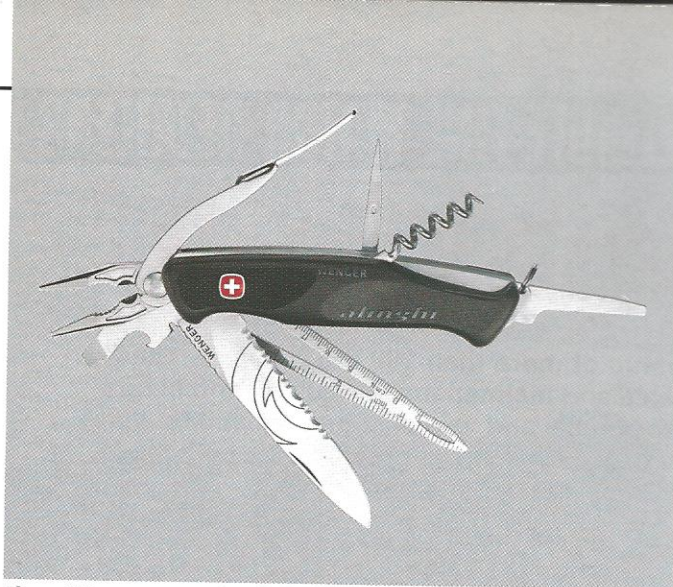
Charles Elsener Jr., head of the Victorinox family, made available the resources and vision necessary to revitalize Wenger and their manufacturing facilities. The results have been impressive, to say the least.

First off, Wenger has re-tooled and re-designed over 38 new styles. The EvoGrip line of ergonomically fitted Swiss Army Knives is the latest chapter in the legend that began a century ago. They feature innovative, shaped handles with rubber inserts to improve safety.

Wenger also worked with the defending America's Cup champion, Alinghi (a Switzerland-based team), to develop a world-class yachting-specific Swiss Army Knife. And, to complement the knives, Wenger has expanded their already impressive watch line to over one hundred models. They are grouped into 16 different series of styles and functions to meet the demands of everyday life on land, sea or in the air. Here you'll find a simply amazing array of timepieces that build on the very basis of the legend: multi-functionality (an amazing 30 percent do more than just tell time), durability, quality and performance.

Take for instance the Commando Dual Time 2-Eye from the Commando Series. Re-designed with a larger second time zone sub-dial, it's actually a watch within a watch. The Dual Time has a 7-jewel quartz movement and a screw down back for water resistance to 330 feet (as do all watches in this Commando series). It's available with diver's bracelet or lined leather strap.

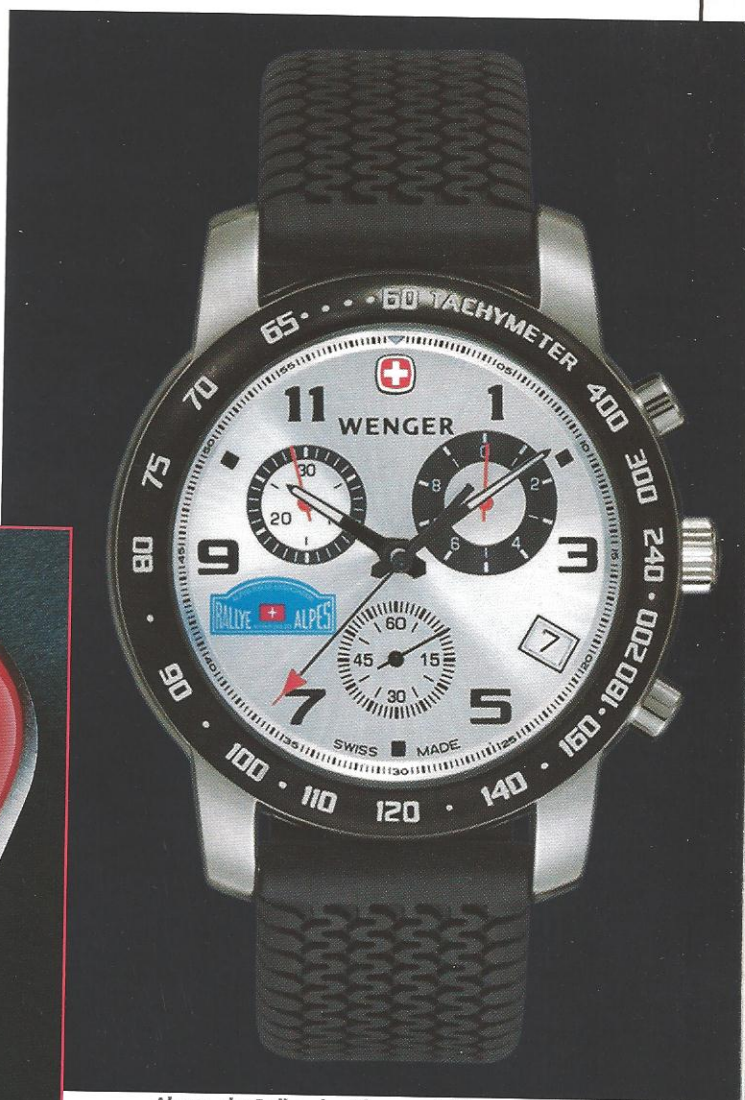
The Commando SR is another from the Commando Series and was designed with a list of impressive features. Among them: a 17-jewel quartz movement, 12-hour chrono function and a locking slide rule that can be used to calculate currency exchanges, miles to km/h and more. A truly remarkable timepiece, this, too, is available with a stainless steel diver's bracelet or lined leather strap.



Above, Wenger partnered with the Switzerland-based America's Cup defending champion, Alinghi, and developed a yachting-specific Swiss Army Knife. It features ergonomic and anti-slip handles, shackle-opener and marlinspike.



Right, Wenger introduced EvoGrip, an ergonomically shaped Swiss Army Knife with rubber inserts to reduce slip and increase safety, earlier in 2007. They credit the ergonomic series with leading the revitalization of their pocketknife business.



Above, the Rallye des Alpes model is equipped with a 30-minute chronograph, tachymeter (which measures speed over a known distance) and tire-tread rubber strap.

The Alpine Swiss Rallye Series commemorates not only the 100-year-old Rallye Des Alpes competition but also Wenger's participation in it. Generally regarded as the *granddaddy* of all car Rallies, these watches are a fitting tribute to the event and to watch and car enthusiasts everywhere. They feature an easy-to-read 30-minute chrono function, date, luminous hands, numerals and markers and are water resistant to 330 feet. Three different strap styles are available.

Women will find Wenger watches especially attractive as well. Elegant, pristine and functional, the Ladies Sport Series, for instance, showcases everyday practicality with a special sense of design. These watches feature water resistance to 330 feet, rotating bezels, luminous hands and striking Mother-of-Pearl faces. Several models even sport diamond markers.

The Ladies Standard Issue Series reflects the Wenger

heritage: simple elegance. Here you will find Swarovski crystal markers, date function, several different dials to choose from, including Mother-of-Pearl, and leather straps or stainless steel diver's bracelets.

What we've mentioned here are but just a few in the entire Wenger Watch line. They are representative, though, of Wenger's commitment to producing watches that offer tremendous value and fit today's active lifestyles. From deep sea diving to black tie dinners and every sort of activity in between, whatever watch you wear, you will find that Wenger timepieces do much more than just tell time. And, regardless of the model, the strap or specific features you choose, the underlying credential of any Wenger Watch is a heritage few others can match. The first 100 hundred years have been fantastic. Wenger is very much looking forward to the next.

For further information, contact 800-431-2996. 