

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.
- Featured on Travel Channel's "John Ratzemberger's Made in America," 2005; Food Network's "Unwrapped," 2006; History Channel's "Modern Marvels," 2007; Science Channel's, "How it's Made," 2009.

AFL-CIO Labor Award

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

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.
- DECA, Corporate Sponsor
- University of Calgary, Purdue University, Michigan State University: CUTCO in the Classroom Programs.

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 believe in giving them our best – the world's finest kitchen cutlery, accessories and service. When a customer chooses CUTCO, that bond is nourished by our **Forever Guarantee**.

Since 1949, CUTCO has been manufacturing cutlery and accessories with the home cook in mind. Generations 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 Sales Representatives who offer sharpening and other services, as well as our skilled customer service representatives at our headquarters in Olean, N.Y. The CUTCO ideal of stellar customer service is contained in our Forever Guarantee, which, provides for free sharpening forever.



CUTCO customer service

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



Go Red is a trademark of AHA. Red dress is a trademark of DHHS.

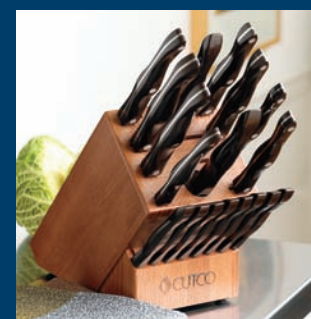
Between March 1, 2011, and February 28, 2012, CUTCO will donate \$75,000 to the American Heart Association's Go Red For Women® movement, plus an additional donation of 10% of the purchase price of every 4-Pc. Red Table Knife Set and Red Super Shears sold, for a minimum donation of \$100,000.

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

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Commitment To Excellence



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 CUTCO 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., all in Olean, N.Y.; and Schilling Forge Inc. of Syracuse, N.Y.

Facts and Figures

- 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.
- CUTCO® knives are American made.
- CUTCO has been purchased by over 15 million 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, and at fairs and shows in the United States and Canada.



- 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 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.
- 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.
- 2001** CUTCO opens a Visitors Center next to its corporate headquarters.
- 2004** Alcas acquires Schilling Forge Inc., in Syracuse, N.Y., a privately held supplier of custom forgings.
- 2007** CUTCO becomes a corporate supporter of the American Heart Association's Go Red For Women movement.
- 2009** Alcas Corporation name changed to CUTCO Corporation. CUTCO celebrates its 60th anniversary.
- 2011** For the first time ever, CUTCO and KA-BAR release a co-branded knife, the CUTCO/KA-BAR Explorer.

Vector Marketing The Sales Arm of CUTCO

Since its founding in 1949, CUTCO products have 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, new sales representatives receive a 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.



VECTOR
Marketing Corporation

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, a Barbecue 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, Santoku Knife and Santoku-Style knives.
- 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. All CUTCO® Knives are made in America.



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 sharpened 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 sharpened

Quality High-Carbon, Stainless Steel
The CUTCO® blade manufacturing process begins with high-carbon, stainless 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.