



W.R. CASE & SONS CUTLERY CO.

HAND-CRAFTED KNIVES SINCE 1889

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SMALL-TOWN RETAILERS GET A HAND
Case Knives and Brooks & Dunn “Make a Case for America”

Bradford, Pa (January 4, 2008) - Concerned about the livelihoods of downtown merchants and jobs going overseas, W.R. Case & Sons Cutlery Company decided to take action. They created Making a Case for America, an awareness campaign aimed at supporting and paying tribute to small-town retailers, small-town values and the spirit of all things “Made in America.” The cause hit close to home with country music superstars Brooks & Dunn, who’ve joined forces with Case® to help spread the word.

In towns all across the country, small business owners are struggling to survive, and the effect extends well beyond individual business owners. “Local companies build small towns and keeps them alive by bringing jobs and opportunities to the communities they call home. We hope this program helps build interest in these communities and maybe save some of the manufacturing jobs within them,” said Case President and CEO Tom Arrowsmith.

“*Making a Case for America* is about focusing attention and pledging support for local products manufactured in small-town U.S.A. It’s also about giving back to the local, independent retail stores that were once the centerpiece of downtown America. We need to ensure that the independent retailer not only survives, but thrives in today’s difficult economy,” said Eddie Jessup, Case’s Vice President of Sales and Marketing.

Kix Brooks and Ronnie Dunn share in the belief that America’s downtowns are critical to the country’s future landscape. Kix Brooks recalled his grandfather having Case knives around his general store, which he operated in a town of only six hundred people in northern Louisiana. He feels Case has held true to its own small town roots. “You still feel this (Case) is a family business, where generations of pride are passed down from one to another. It’s something that’s been going on for a long time and it’s something that Case knives have shared with America.”

“Middle America, to an extent, is drying up,” explained Ronnie Dunn. “To be able to go find that (Case knife) in a hardware store in a small town in middle-America...is an important aspect. It represents a lot. That’s what I want to be associated with...something that’s around for a long time...that represents America.”

Throughout its history, W.R. Case & Sons has done much to support small business owners and small towns directly. Case knives are still crafted by hand using local talent. The knives they manufacture are sold through an exclusive network of small, independent dealers, many of which are situated in rural communities across the country.

The company’s roots date back to 1889, when brothers William Russell and Jean, John and Andrew Case began selling hand-crafted knives from the back of a wagon in upstate New York. They then moved the company to the small town of Bradford, Pennsylvania, in 1905, where it remains today. It and its family-owned parent company, Zippo Manufacturing Company, play key roles in Bradford’s local economy, providing dependable employment and benefits to generations.

Case believes the company has remained strong because of the beliefs they share with the people who buy their products. “The majority of our consumers also live in small-town America and rely on our knives for work, recreation and utility,” said Arrowsmith. “Our customers believe that these towns and communities maintain their own unique identities...where people know their neighbors; can walk to stores, parks and schools; and where families look out for each other. Small towns bring people together, and we’re going to do our part to keep that tradition alive for hard-working Americans.”

Case plans to launch new product offerings in support of the Making a Case for America campaign beginning in the latter half of 2008.

To find out more about *Making a Case for America*, please visit our website at www.caseforamerica.com.

About W.R. Case & Sons Cutlery Company

W.R. Case & Sons Cutlery Company is an American manufacturer of premium, hand-crafted knives that have been passed down for generations. Based in Bradford, PA, Case offers a wide variety of knives that fit virtually any need, from the convenience of a handy pocketknife to fixed blade sporting knives and limited-edition collectibles. The company is owned by Zippo Manufacturing, another family-owned business based in Bradford. Case knives are available nationwide at hardware and home improvement retailers, specialty cutlery shops, and catalog retailers. For more information about W.R. Case & Sons Cutlery Company, call 1-800-523-6350 or visit their website at www.wrcase.com.

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