



Contact: Bill Daddi
Daddi Brand Communications
(212) 404-6619
(917) 620-3717
Bill@DaddiBrand.com

SOG® Specialty Knives and Tools Announces Sponsorship of Top-Ranked Adventure Racing Team

Team SOG is Ranked Second Nationally in Emerging Sport of Timed, Wilderness Races Combining Speed, Endurance, Strategy and Teamwork

December 10, 2009, Lynwood, WA - - SOG Specialty Knives and Tools, LLC ("SOG") (www.sogknives.com), a leading manufacturer and marketer of specialty knives and tools, has announced its sponsorship of a top-ranked team in the emerging sport of Adventure Racing.

Team SOG, ranked second nationally in 2009 by the United States Adventure Racing Association (<http://usara.com>), will feature the SOG logo on race apparel and carry SOG knives and tools in competition throughout 2010. Team members will also appear in SOG advertising and participate in promotional events.

Adventure Racing features 2 to 5 person co-ed teams that utilize trail running, mountain climbing, mountain biking and white water kayaking to compete in races that range from a few hours to several days, covering 10 to 100 miles or more. Teams rely upon speed, endurance, strength, strategy, cooperation, navigation and survival skills to compete for the fastest course completion times. The USARA, the sport's national governing body, sanctions more than 100 events annually in wilderness areas throughout the U.S. The results are used to calculate USARA national rankings.

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Team SOG competes under the aegis of American Adventure Sports (AAS) (www.americanadventuresports.com). AAS designs and produces adventure races, including more than a dozen USARA National Championship qualifying races and has sponsored a dozen teams to compete in the USARA National Championship race. The Adventure Racing season runs from Spring through Autumn, beginning with the AAS Adventure Racing Academy, slated for April 9-11, 2010 in Ohiopyle, PA, and ending with USARA National Championship to be held October 15-16 in Laurel Highlands, PA.

“SOG, which is devoted to the highest-quality gear that can be depended upon in the harshest of conditions, is delighted to support endurance athletes such as these that rely on their gear for both their performance and survival,” says Spencer Frazer, chief executive officer and founder of SOG. “We know the members of Team SOG wouldn’t affiliate with a sponsor if their products did not meet their standards. Their partnership with us provides important confirmation of our product’s quality and of our understanding as to what the needs of such athletes are. We look forward to contributing to their success and advancing the popularity of Adventure Racing.”

“Adventure Racing gear, especially the gear that is mandatory for us to carry, is critical to the success or failure of a race team “says Team SOG member J.D. Eskelson. “Adventure Racing is a gear-driven sport. An adventure racer has to know, not assume, their gear will hold up to the task, especially when it comes to expedition length races. You can’t go wrong with SOG gear as I personally know from my own racing and Military experiences. You can count on their knives and tools, due to SOG quality and the fact they take pride in their products.”

“SOG is a unique company which produces distinctive, innovative gear for individuals who push their limits to the edge,” says Team SOG member Alisa Pitts. “To have an elite company such as SOG sponsor myself and my team is truly an honor, and I am privileged to represent them. Their involvement gives new credibility and exposure to Adventure Racing and other adventure sports. “

SOG was founded in 1986 by Spencer Frazer, a former R&D tool and die maker for the Top Secret Black Projects Division of the aerospace defense industry. SOG’s name was inspired by an elite joint services military unit - the Studies and Observation Group - formed in advance of the Vietnam War to conduct covert operations and sanctioned to develop and purchase their own weapons.

Since the introduction of its first products: a fixed blade knife based on the original design of the MACV SOG Fighter; the Tomcat, a folding knife; and the Toolclip, its first multi-tool; SOG has become the favored brand for specialty knives and tools by the military, law enforcement personnel, industrial tradesmen and outdoorsmen worldwide.

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SOG manufactures a wide range of award-winning knives and tools, including the PowerAssist Multi-Tool, the first multi-tool that houses an assisted opening blade; the PowerLock with V-Cutter, which offers twice the plier force of all other conventional designs; the SEAL PUP one of the standard fixed blades in the industry used by Special Operations personnel; the Aegis line of premier folding knives; and the Fusion Series, a modern line of value-based knives and tools.

R. Lee Ermey, popularly known as the Gunny, and currently the star of History Channel's "Lock N' Load With R. Lee Ermey," as well as of motion pictures such as *Apocalypse Now* and *Full Metal Jacket*, serves as national spokesperson for SOG.

SOG Specialty Knives and Tools are sold nationwide. To find a dealer in your area or to learn more about SOG or The Gunny, visit www.sogknives.com.

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