

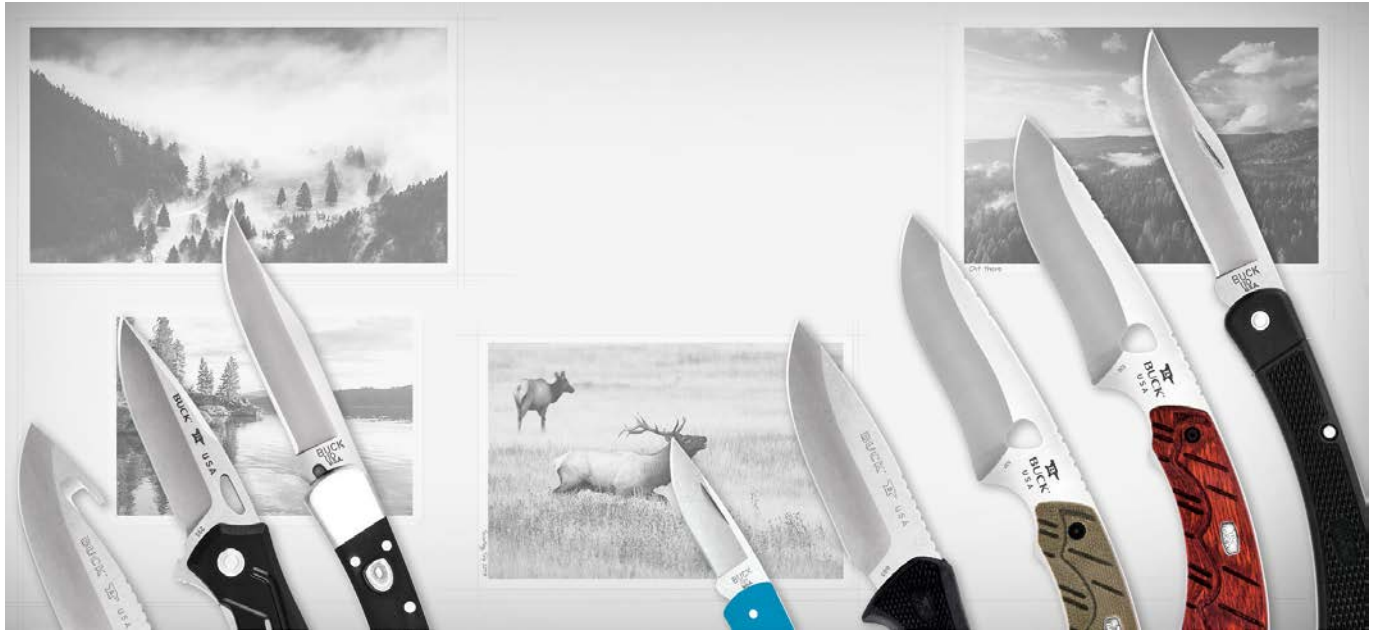


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FOR IMMEDIATE RELEASE

BUCK KNIVES TO UNVEIL EXCITING NEW PRODUCTS AT 2018 SHOT SHOW



Buck Knives' new products for 2018 consist of many exciting additions. We invite you to visit us and check out the newly released products at this year's 2018 SHOT Show, booth 14504.

With the initial launch of the award winning 110 Auto, Buck's first automatic, consumers began requesting an even more modern version with high end materials. The **110 Auto Elite** is easily deployed with the push of a button, readying the S30V blade quickly and efficiently. Featuring a G10 handle with nickel silver bolsters, the 110 Auto Elite will easily become a new collectible for those avid 110 fans. The 110 Auto Elite is the perfect blend of premium performance with precise action MSRP: \$250. Made in the USA.

The iconic Folding Hunter is now available in a lightweight version. The **110 Folding Hunter LT** weighs in at only 3.2 ounces compared to the 7.2 ounces of the original 110 Folding Hunter. Utilizing the same famous blade, the bolster and handles were replaced with a lightweight molded nylon to reduce weight while maintaining the same quality and rigidity. MSRP: \$38. Made in the USA.

Another addition to the 110 family is the **110 Folding Hunter Pro**, available with an upgraded S30V blade and rugged G10 handle with nickel silver bolsters. This pro version of the 110 with premium materials will easily become a favorite for those that love the 110 and require ultimate performance. MSRP: \$125. Made in the USA.

Made from quality materials, the **Open Season Series** is the new flagship for the Hunting category. This series was redesigned to offer an Avid and Pro set featuring a Skinner, Small Game, Capr, Moose Skinner, Folding Skinner, and Boning knife which covers just about any animal and all game processing. The Pro set features an upgraded

S35VN steel with a durable, contoured O.D Green Micarta® handle and comes with a leather sheath. The Avid series is offered in 420HC steel with a contoured red wood handle. MSRP: \$75-\$220. Made in the USA.

The **684/685 Bucklite Max II** are heavy-duty hunting knives designed with a full tang blade for strength. This year the handles have been modified with an ergonomic textured rubber handle for a secure grip. With two sizes and a choice of a standard drop point blade or a guthook blade, there is a knife for every type of hunter. MSRP: \$33-\$45. Made in the USA.

Choices of New Everyday Knives

Featuring a new nylon handle, the **293 Inertia** spring assist quickly opens with a single flick of the thumb. The new handle reduces weight, making this a convenient everyday carry knife. The heavy-duty fasteners enhance the durable construction, while maintaining an elegant look. MSRP: \$60. Made in the USA.

The **524 Alumni** knives feature a 420HC stainless steel blade with an elegant anodized aluminum handle. The nail notch in the blade makes this knife easy to open, while the lockback design locks it open for safety. This colorful, lightweight, and compact pocket knife is slim enough for the smallest of pockets and perfect everyday carry knife. The Alumni also has plenty of space for corporate logos and promotional use. MSRP: \$30. Made in the USA.

The sleek new addition to the Rival family, the **363 Rival SS** and the **366 Rival III** feature an ergonomic nylon handle and are constructed with 420HC steel. The Rival family now consists of four different knives, ranging in size to meet the ever expanding everyday needs. MSRP: \$22.50-\$37. Made in the USA.

Note: Models listed are just highlights of new products from Buck for 2018. For more details, images or other information, please contact Rachel Rogers: (208) 262-0500 x104; or RRogers@buckknives.com

About Buck Knives:

Behind every Buck knife is over 100 years of experience and craftsmanship. The very best materials and state-of-the-art technology are used to create knives that meet the exacting demands expected of a high quality knife. Buck stands behind every knife made with their famous Forever Warranty.

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