

## RANDALL'S ADVENTURE & TRAINING ANNOUNCES NAME CHANGE

February 1, 2010 – For Immediate Release

Jeff Randall and Mike Perrin of Randall's Adventure & Training announced Monday, February 1<sup>st</sup> that they would officially be changing the name of their cutlery division from RAT Cutlery Company to **ESEE KNIVES**. Randall and Perrin made this decision due to confusion in the industry with other companies who market knives under similar names.

The new name (**ESEE**) comes from Randall and Perrin's vast experience teaching survival courses to military, law enforcement and civilians in the jungles of South America. **ESEE** is an acronym for **E**scuela de **S**upervivencia (School of Survival), **E**scape and **E**vasion.

Randall stated that the only thing changing is the name of the company, company web site address and the branding (marking and logos) on their knives (See new logos below). Their no-questions-asked warranty, high quality manufacturing, absolute customer service and interaction with their customer base will remain intact. Rowen Manufacturing in Idaho will continue to build all knives for Randall's Adventure & Training under the new **ESEE** name. Furthermore, **ESEE KNIVES** will continue to offer their no-questions-asked warranty on any knife that was manufactured by Rowen Manufacturing under the RAT Cutlery / RC branding.

The RC-3, RC-4, RC-5 and RC-6 knives will be re-named ESEE-3, ESEE-4, ESEE-5 and ESEE-6. The Izula line and the new Junglas and Lite Machete line will remain the same and marketed under the name of ESEE Knives with their respective logos.

This initial name change will take place over a period of 6 months and should be fully swapped over by February 1, 2011. Please see [www.eseeknives.com](http://www.eseeknives.com), [www.ratcutlery.com](http://www.ratcutlery.com) and [www.jungletraining.com](http://www.jungletraining.com) for the latest information on the name change, new product and new training agendas. For more information contact: Jeff Randall ([jeff@seeknives.com](mailto:jeff@seeknives.com)) or Mike Perrin ([mike@seeknives.com](mailto:mike@seeknives.com)). Phone (865) 933-8436

