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New, Multi-Function Rapid Shark™ Making Southward Migration Buyers & US Media Get First Look at Remarkable Combo Tool at the National Hardware Show – Booth 37836.

Also on display from Rapid Tools:

- *patented, long-lasting, serrated-edge blades*
- *innovative, cost-cutting, and eco-friendly packaging*
- *superior-quality, high-margin, fast-turning tools*

BURLINGTON, Ontario, April 15, 2008 – Coming on the heels of its very successful Canadian introduction, the Rapid Shark is sure to turn heads and create buzz when it debuts at the National Hardware Show this May. The unique, time-saving Shark is the first tool to combine a top-of-the-line utility knife with a professional-quality wire stripper, cutter and crimper.

In just a few months, the Shark has found a home in the toolboxes of thousands of users and gained wide acclaim from dozens of professional product testers. Canadian Shark Sales, where it is only available from Home Hardware under the Benchmark™ brand, have been above expectations. Introduced just before the holidays, the Benchmark Shark has already become an outstanding performer.

On the user side, just a few weeks ago, we received the results from Rapid Shark testers in the prestigious Handyman Club of America, which were also reported in the Feb. 2008 issue of *Handy* magazine. These expert users are a high-quality, North-American-wide community of advanced DIYers, semi-professionals and pros who buy and use tools everyday. Their evaluation of the Shark could hardly have been better, including a 97% approval rating for the product.

The praise from users has been phenomenal. James W. from Burlingame, Kans., summarized the general feeling: “The overall usefulness of this product is without equal.”

Donald V. of Adkins, Tex., in a long e-mail extolling the Shark, concluded with: “I must say your Shark product is the best tool I have ever used for wire stripping, cutting, and [as a] utility knife. From

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a scale of 1 to 10, I rate this product a nine for its performance, combination and capabilities. I have recommended your product to my co-workers and friends.”

Rapid Shark Takes a Bite Out of Work

When asked to name the Shark’s best feature, some testers praised the knife, others the wire stripper; and others were impressed by the design and versatility of two sturdy tools in one. Lawrence Corkey had this comment: “It eliminates the need for two tools. The wire stripper worked great and the utility knife is sturdy and sharp.” Perhaps Harold Hubner said it best: “I wired an entire machine shed with the Shark. [It was] nice not switching tools any time I needed a knife. It is easily manipulated with one hand.”¹

The Shark’s knife and a wire stripper are cleverly combined in a rugged, ergonomic case that’s about the same size as a standard knife. The pliers-like grip for the wire stripper locks securely into the body of the knife when not in use. It is spring loaded for easy opening and comfortable cutting action, with five precision-ground stripping holes for easily removing insulation from 10 to 18 gauge wire. The comprehensive list of Rapid Shark features includes:

- First & only tool to combine a utility knife with a wire stripper; patents pending worldwide
- Rugged, professional-grade construction for durability
- Comes with Rapid Edge blades - the patented, serrated blade that lasts longer & cuts easier
- Pliers-style, wire-stripper grip locks securely into the body of the knife when not in use
- Spring-loaded wire cutter opens easily and cuts comfortably
- Precision ground stripping holes easily remove insulation from 10 to 18 gauge wires
- Includes a wire cutter & crimper
- One-button, quick blade change is easy & saves time
- Four-blade storage compartment opens wide for easy blade access

With these outstanding features, coupled with aggressive pricing, promotion and merchandising from Rapid Tools, the Rapid Shark is ready to add real “bite” to retailers’ sales programs throughout the US and beyond. This tool is certain to be one of the biggest hits of the NHS. Take a look and decide for yourself at the show. The Rapid Shark will be available at Lowe’s stores, from Ace Hardware and from other US sources to be announced at the show, for under \$25.

“The Shark is going to help a lot of people get jobs done faster, safer and easier,” said Rapid founder and CEO Simon Medhurst. “There’s nothing available anywhere that can match its quality construction and multi-functionality. We believe the Shark is going to become a must-have for almost everyone’s toolbox, whether they are a casual DIYer or a professional tool user.”

Straight Just Isn’t Cutting It Anymore

The Shark, and many other innovative knives from Rapid Tools, may be the vehicles for adding sales and reducing SKUs. But the fuel inside them is the patented, serrated-edge Rapid Edge® utility blade. The secret of the Rapid Edge blade is its serrated design. Available only from Rapid Tools, the blade features three to five cutting surfaces as opposed to the single straight edge on all other products. The result is a blade that significantly reduces friction, stays sharp longer and cuts more evenly.

“When it comes to knife blades, straight just isn’t cutting it anymore,” noted Bernadette Medhurst, Rapid’s co-founder and VP of Marketing. “It’s like comparing an expensive steak knife to a butter knife. No one ever goes back to regular blades after using our serrated edge.” Medhurst can back up her claims with hundreds of happy customers, as well as top-notch independent testing.

¹ For complete text of these and many other testimonials, see <http://rapidtools.net/testimonials.htm>.

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Here is a typical comment from the busy owner of a drywall company: “Our foremen [cut] 5/8" drywall [for] 4.5 hours and then used the same blade to cut ceiling tile the rest of the day. With any other regular blade they would go through about four to seven blades under the same circumstances.”

The highly respected Bureau Veritas tested the Rapid Edge blade in 2005 against six other leading brands on drywall, nylon rope, nylon carpet and asphalt shingles. The Rapid Edge was rated superior in resistance to dulling, blade wear and notch wear, and was the only blade with no visible wear after 150 cuts on nylon carpet. And a different set of testers at the Handyman Club rated the blade #1, with a 95% approval rating. One club reviewer said, “After three days of rigorous use, it still cut like a brand new blade.”

New Eco-Friendly Package, Many Merchandising Option

At the NHS, Rapid will introduce an ecologically friendly package that is certain to be one of the stand-out innovations on display at the show's New Product World. The all-in-one package features a spring-loaded blade dispenser built directly into the blister of the package. This significantly reduces shipping weight and waste packaging, and makes it very convenient to remove, use and store the blades.

The top retailers have quickly learned the benefits of offering blades and knives from Rapid Tools, including scores of satisfied customers who return to purchase them over-and-over again. Value priced and high quality knives with the Rapid Edge blade give retailers excellent revenue-producing opportunities in a variety of store departments and locations.

Rapid also offers many outstanding product and merchandising options. Some models feature the unique Saf-T-Vue™ light that illuminates the cutting surface for added accuracy in low-light situations and stays on if the blade is not fully retracted. Retailers can choose from a wide variety of casing options, including eye-catching, multi-colored translucent plastic, die cast zinc construction and private branding. Rapid knives can be purchased in pallet displays, counter-top displays, clip strips, impulse-purchase bins, as well as traditional blister packs.

Among the growing list of stores featuring Rapid Tools knives and Rapid Edge blades are Lowe's in Canada and the US, Ace, True Value, Home Hardware, Canadian Tire and Northern Tool & Equipment. Rapid Tools knives and blades are also sold under several well-known brand names, and the company is a supplier to leading corporations that demand the best blade available for their employees.

The Rapid Shark is destined to be the most talked about hand tool this year. When you see it, you'll understand why. You're invited to examine the Shark, Rapid Edge blades and all the innovative products from Rapid Tools at NHS, **booth 37836**.

About Rapid Tools – Rapid Tools™, based in Burlington, Ontario, was established in 2002 with the mission of improving commonly used hand tools through innovation, advanced design and superior engineering. It is a division of Siber Holdings, created by Simon and Bernadette Medhurst, a privately owned corporation that has been in existence for 15 years. Rapid Tools designs and manufactures a complete line of high-quality utility knives and knife blades. The foundation of the company is their patented, long-lasting Rapid Edge® knife blade that features a serrated edge and multiple cutting surfaces. Available only from Rapid Tools, Rapid Edge blades cut better and last longer than any other blade, and will fit in standard utility knives. Rapid Tools knives and blades are available at the leading home improvement retailers in Canada and the United States. For more information about Rapid Tools and their products, call 1-905-336-0553 or visit www.rapidtools.net.

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