

**FOR IMMEDIATE RELEASE**

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## COAST Adds Tanto Styles to Breakthrough Rapid Response<sup>®</sup> Knives

**Ron Lake Designs Feature Patented Blade-Assist Technology,  
Patented Double-Lock System and Highest Quality Craftsmanship.**

**See COAST'S New Knives, LED Lights and Multi-tools at the SHOT Show.**

**PORTLAND, OR, January 8, 2013** – At last year's SHOT Show, attendees and the media saw the **Rapid Response<sup>®</sup>** blade-assist knives from [COAST Products](http://www.coastproducts.com) for the first time. Highly praised by users and reviewers throughout its first year, COAST now offers the knife with Tanto-style blades, which will be shown for the first time at this year's show.

The complete line of outstanding Rapid Response knives will be on display during the Shooting, Hunting and Outdoor Trade ([SHOT](http://www.shotshow.com)) Show – at **Booth #15120** from January 15-18 in the Las Vegas Sands Expo & Convention Center. COAST will also be exhibiting a wide array of new flashlights, lanterns, headlamps and multi-tools. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every professional, retailer or distributor in the sports and leisure industry.



New 3.9-Inch Tanto-Style RX322 Rapid Response Knife

Designed by world-renowned custom knife maker Ron Lake, the Rapid Response folders may be the best blade-assist knives ever manufactured. Combine that with patented ease-of-use and safety features – and an amazingly affordable price – and this knife sets new standards that won't be matched anytime soon.

**– more –**

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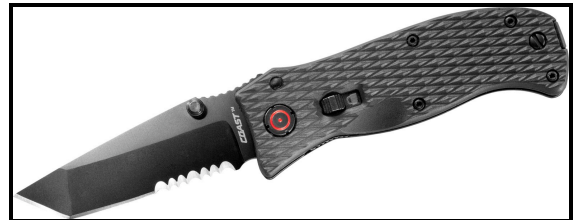
It starts with the completely re-imagined Blade Assist Technology system that's unlike anything ever made before. The patented system features a roller-cam built into the blade that the assisting spring rides on. Just give the thumb stud a nudge and the blade snaps to attention, fast and effortlessly.

Rapid Response knives provide a new level of safety too. COAST's patented Max-Lock™ system completely secures the blade when it is closed, and double locks the blade when it is open. Built to last a lifetime and covered by the COAST limited lifetime warranty, these knives have fiberglass-filled nylon handles for maximum strength, a perfect hand fit and great looks. Heat-treated, stainless-steel liners make the knives very strong and corrosion resistant, while the open-frame design lowers weight and makes cleaning easy.

Most important, the Rapid Response blade is finely crafted from stainless steel that's rigorously tested to ensure top-quality heat treatment. Each blade is tested for sharpness. They have ambidextrous thumb studs and pocket clips that are easily reversed to the other side of the handle or removed.



Rapid Response RX311 Full-Edge, Satin Finish Knife



Rapid Response RX313 Tanto-Style Knife

Rapid Response knives are available in 3-inch and 3.9-inch blade lengths, which close to 4 and 5 inches, respectively. Both blade lengths are available with a full-edge satin/glass-beaded finish, or with a black blade that's partially serrated. Retail price for the larger knives is expected to be under \$50; the smaller ones under \$40.

### COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 85 years, COAST is now a market leader in premium LED flashlights – developing innovative products trusted by everyone from the weekend warrior to the Navy Seals and soldiers in Iraq and Afghanistan. COAST's technologically advanced products are safer and easier to use, while at the same time being extremely functional and enjoyable to own.

### ABOUT COAST Products

**COAST Products** was founded as **COAST Cutlery Company** in 1919. Originally established to provide quality knives to the farmers, ranchers and workers of the Pacific Northwest, today **COAST** produces premium LED lighting products, including top-rated [flashlights](#), [headlamps](#) and [EAL](#) (emergency area lighting), as well as fine-crafted [knives](#) and world class [multi-tools](#). Every **COAST** product reflects an investment in skilled craftsmanship and quality materials and is backed by a **COAST** guarantee. **COAST** products are available from leading outdoor specialty and sporting goods stores, automotive stores and suppliers, and numerous online retailers. For more information call 800-426-5858 or visit [www.coastportland.com](http://www.coastportland.com).



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