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COAST Rolls Out Breakthrough Rapid Response® Knives

**All-New Design by Ron Lake Features 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, booth 15120.

PORLAND, OR, January 12, 2012 – It may be an over-used metaphor to say a product is on the “cutting edge” of innovation. But the new, **Rapid Response®** blade-assist knives from [COAST Products](#) permit the term to apply, both literally and figuratively.

And the knives are just one element of a new line-up of professional LED flashlights, multi-tools and knives that COAST will introduce at the **SHOT Show** in Las Vegas, January 17-20 – **Booth 15120**.



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.

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.

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Most important, the Rapid Response blade is finely crafted from 400-series stainless steel that's rigorously tested to ensure top-quality heat treatment, and 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 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 knife is expected to be under \$50; the smaller one under \$40.

And, as exciting as the new Rapid Response knives are, they are just one product in a completely redesigned line of top quality cutting tools that COAST will introduce at the SHOT Show.

Not Just Brighter ... Better

Equally impressive as the new COAST knife line is its new line of professional LED flashlights, which themselves received a complete redesign in the last year. When they were finished, COAST had introduced a staggering number of optical advancements that assures their continued market leadership.

That included inventions like patent-pending **Pure Beam™ Focusing**, and unique, proprietary innovations like one-hand **Fingertip Speed Focus Control™**, the convenient **Beam Lock™ System** and the **Cyclone™ Heat Sink System** for maximum light and longer LED life.

The definitive examples of all that innovation are the 5.5-inch **HP7** that produces 251 lumens of brilliant light with just four AAA batteries, and, making its debut at this year's SHOT Show, the **HP21** lights a city block with 1,317 lumens, a range up to 850 feet and high, low and strobe modes. It's powered with just four D-cell alkaline batteries.



The New HP21 - 1,317 Lumens

The HP21 is the ultimate high performance LED flashlight, the choice when only the best and brightest flashlight will do. The HP7 is easy to carry, with the light output and runtime that's needed by those who rely on their light every day. And they're just two of a complete line of COAST LED lights.

"We've been making top quality knives for more than 90 years," said David Brands, COAST president. "The new knives, including the Rapid Response, are unquestionably the best we've ever produced and they're quite possibly the best on the market today. All our new professional lights, led by the HP21 and the HP7, have improved light output and optical quality, the two most important factors in the performance of flashlights and headlamps."

COAST Products – A History of Innovation

Well-known for their premium knives and multi-tools, over the past decade COAST skyrocketed from zero market share to a market leader in premium LED flashlights by 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 – 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 consumer retailers, dealers and home centers including Home Depot, Lowe's, Ace Hardware, Do it Best, True Value, Amazon.com and others. For more information call 800-426-5858 or visit www.coastportland.com.



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