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SOG® Signs Film Star R. Lee Ermey, aka “The Gunny,” As Spokesperson

Golden Globe-nominated actor R. Lee Ermey, aka “The Gunny,” host of History Channel’s “Lock N’ Load With R. Lee Ermey,” to serve as spokesperson for the leading brand of specialty knives and tools

October 26, 2009 Lynwood, WA - - SOG Specialty Knives and Tools, LLC (“SOG”), a leading manufacturer and marketer of specialty knives and tools, has announced that R. Lee Ermey will serve as spokesperson for the brand.

Ermey, popularly known as the Gunny, is currently the star of History Channel’s “Lock N’ Load With R. Lee Ermey.” An advocate on behalf of the Marines and avid supporter of a number of military and law enforcement charitable activities, including National Spokesperson for the Young Marines, Ermey has starred in numerous feature films, most notably receiving a Golden Globe nomination and Boston Society of Film Critics Award for Best Supporting Actor in Stanley Kubrick’s “Full Metal Jacket.”

“We are thrilled and honored to have The Gunny as our spokesperson,” says Spencer Frazer, Chief Executive Officer and Founder of SOG. “R. Lee Ermey embodies our brand, which has its roots in the military, and represents the highest standards of quality and authenticity. Consumers have enormous respect for The Gunny and the ‘no nonsense’ approach he conveys. For us, The Gunny is more than just a spokesperson: he is a user, an enthusiast and a premier collector of knives and tools. He will play a central role in strengthening our service to men and women in the military and law enforcement, as well as to the outdoorsmen who have relied on our products for years. His wide popularity will help us reach out to the broader consumer population as well.”

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As spokesperson for SOG, Ermev will be appearing in brand advertising and on the company's website, as well as conducting promotional and publicity appearances, including the SHOT show in Las Vegas in January. He will also actively work with SOG in the development of new products.

"My military career gave me a great respect and appreciation for the importance of quality gear, developed by those who understand what it takes to survive in the harshest environments," says Ermev. "SOG meets and exceeds my extremely high standards. The Company produces exceptional gear for adventurous people and I am proud to be associated with this brand and help advance its recognition -- not just among those who already embrace specialty knives and tools, but among a broader base of consumers as well."

Ermev served 11 years active duty with the U.S. Marine Corps, rising to the rank of staff NCO. He also served two years as a drill instructor and had a tour and a half of duty in Vietnam. Medically retired in 1971, Ermev enrolled at the University of Manila in the Philippines to study drama. There, Francis Ford Coppola, who was filming "Apocalypse Now" in the area, hired Ermev as a Technical Advisor, eventually casting him in a featured role. He has gone on to star or appear in approximately sixty theatrical films and numerous television programs and films. Because of his numerous contributions on behalf of the Marines, he received an honorary promotion to Gunnery Sergeant (E-7) in 2002.

SOG was founded in 1986 by Spencer Frazer, a former R&D tool and die maker for the Top Secret Black Projects Division of the aerospace defense industry.

SOG's name was inspired by an elite joint services military unit - the Studies and Observation Group - formed in advance of the Vietnam War to conduct covert operations and sanctioned to develop and purchase their own weapons.

Since the introduction of its first products: a fixed blade knife based on the original design of the MACV SOG Fighter; the Tomcat, a folding knife; and the Toolclip, its first multi-tool; SOG has become the favored brand for specialty knives and tools by the military, law enforcement personnel, industrial tradesmen and outdoorsmen worldwide.

SOG manufactures a wide range of award-winning knives and tools, including the PowerAssist Multi-Tool, the first multi-tool that houses an assisted opening blade; the PowerLock with V-Cutter, which offers twice the plier force of all other conventional designs; the SEAL PUP one of the standard fixed blades in the industry used by Special Operations personnel; the Aegis line of premier folding knives; and the Fusion Series, a modern line of value-based knives and tools.

SOG Specialty Knives and Tools are sold nationwide. To find a dealer in your area or to learn more about SOG or The Gunny, visit www.sogknives.com.

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