



KNIVES ★ TOOLS

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SOG® partners with Steven Rinella

Author, star of "MeatEater" television show comes aboard as SOG begins making knives designed for the hunting market

Lynnwood, WA. – Author, hunter and television personality Steven Rinella, known by his fans and outdoor enthusiasts for his work on the Sportsman Channel's hit series "MeatEater," will partner with SOG® Specialty Knives & Tools as the award-winning company unveils its new line of hunting knives in 2013.

As SOG readies to showcase its new hunting-specific items, Rinella joins the team as an industry expert.

"Steven lives a lifestyle that represents the folks we know will be using our knives and tools in the woods and fields of North America," said Nando Zucchi, Vice President of Marketing at SOG. "We're sure he'll put our gear to the test, and push us as a company to continue to create quality knives and tools for hunters to use for years to come."

Rinella hosts the popular Sportsman Channel series "MeatEater" that chronicles his process from sustenance hunting to the preparation of the meal. Also an award-winning author, "Meat Eater: Adventures from the Life of an American Hunter," is on shelves now.

With a long history in the military, tactical and law enforcement world, SOG will enter the hunting market in 2013 with a total of 10 hunt-specific knives. The new knives, designed by SOG founder Spencer Frazer, will debut in January at the 2013 SHOT Show in Las Vegas.

"When it comes to hunting, I'm a gear snob. I use the best and most reliable equipment out there. And that's what SOG makes," said Rinella. "From multi-tools to hatchets to hunting knives, their stuff performs without flaw. I'm looking forward to having SOG knives and tools in my pack for years to come."

About SOG: Taking its name from an elite Special Forces military group from the Vietnam era – the Studies and Observation Group – SOG was founded in 1986 by designer and toolmaker Spencer Frazer. SOG has gone on to produce some of the favorite models of specialty knives and tools used by the military, law enforcement, industrial tradesmen and outdoor enthusiasts worldwide. SOG's diverse range of award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.

About MeatEater with Steven Rinella: In "MeatEater," author, hunter and outdoorsman Steven Rinella takes a walk on the wild side – where cliffs, claws and the culinary arts all come crashing together in one nail-biting adventure. In each episode Rinella will

deconstruct and master any hunting technique; track and pursue prey; and procure his own food...all culminating in a mouth-watering meal.

Far from trophy or sport hunting, Rinella stays true to our ancestral tradition of sustenance hunting – nothing he harvests goes to waste. Whether tracking blacktail deer in the rainforests of Alaska or rooting out javelina in the deserts of West Texas, Rinella will defer to his backcountry roots, challenging himself at every corner while providing an amazing adventure along the way.

Learn more by visiting <http://themeateater.com> or <http://facebook.com/StevenRinellaMeatEater> and experience MeatEater on Sportsman Channel Sunday nights at 9 p.m. (Eastern and Pacific).

About Zero Point Zero Production: Zero Point Zero is an Emmy Award Winning television and digital content company that has produced over 225 hours of television in 80 countries around the world, including the critically acclaimed Anthony Bourdain: No Reservations and Diary of a Foodie. Specializing in distinct storytelling, a handcrafted look and feel, international destinations, and food-oriented programming, Zero Point Zero has produced television shows for Discovery, Travel Channel, History Channel, PBS and Bravo.