

Date of Original Recall: January 7, 2010
Date of Recall's Expansion to Include Date Code 10/08: May 19, 2010

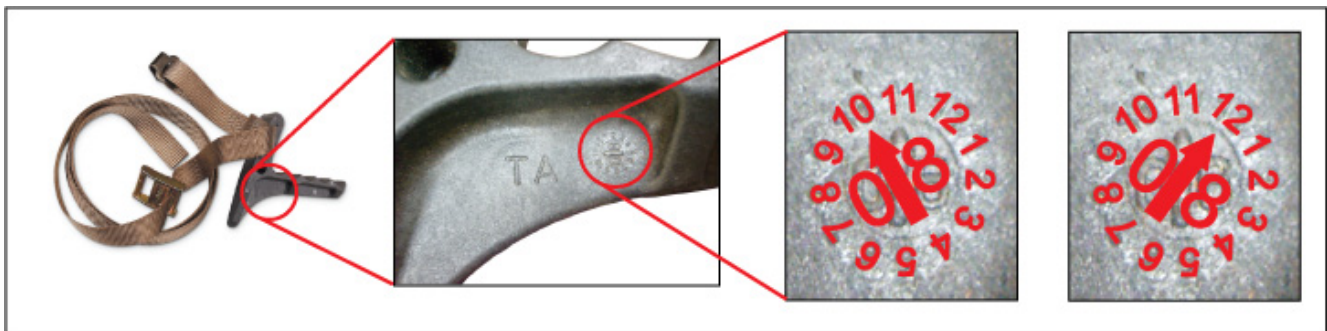
Primal Vantage Co. Inc.

Voluntary Product Recall of Ameristep Plastic Tree Steps, Models: 105 and 155 with Date Code 12/08 or 10/08

As part of its longstanding tradition of providing customers with high quality, safe and reliable hunting equipment, in January 2010 Primal Vantage Co., Inc. instituted a voluntary recall of its Ameristep Plastic Tree Steps, Models: 105 and 155 with the date code 12/08. Primal Vantage Co., Inc. is now expanding this recall to include all of its Ameristep Plastic Tree Steps, Models: 105 and 155 with the date code 10/08. The product recall and its expansion are being conducted in cooperation with the U. S. Consumer Product Safety Commission. Unfortunately, we have received a small number of reports that Ameristep Plastic Tree Steps, Models: 105 and 155 with date code 12/08 or 10/08 have broken under reportedly normal use. At Primal Vantage, customer safety comes first. As such, we want to offer a refund if your retail establishment purchased any Ameristep Plastic Tree Steps, Models: 105 or 155 with date code 12/08 or 10/08. Please review and complete the Retailer Return Form as instructed below. We sincerely appreciate your business and will continue to provide you and your customers with the high quality, safe and reliable hunting equipment that you know and trust.

How to Identify if Your Product is Part of this Recall

This voluntary recall involves only Ameristep Plastic Tree Steps, Models: 105 and 155 with date code 12/08 or 10/08. To locate the date code on your product, you must look on the side of the plastic tree step where you will find a stamp (as shown in the diagrams below). This stamp is a circle with a number in the center (identifying the year) and an arrow pointing to a number (identifying the month). If the year reads "08" and the arrow is pointing to "12" or "10" (as shown below), then the tree steps that you purchased are involved in this voluntary recall. You can contact customer service at either treestep@treestandcustomerservice.com or by calling 1-866-972-6168 for assistance in identifying whether your product has the 12/08 or 10/08 date code.



How to Obtain Your Refund

If any of the plastic tree steps in your inventory are date coded 12/08 or 10/08, you can return those 12/08 or 10/08 steps for a refund. To do so, fill out the form attached in its entirety and ship the 12/08 or 10/08 tree steps with the form to the address listed at the bottom of the form. Your Ameristep representative will arrange a refund of the cost of the steps returned. Please note: if any of the steps returned are not date coded 12/08 or 10/08, they will be returned to you with no credit given.

Please Display the Enclosed Poster for At Least Six Months

You are also receiving color posters announcing and detailing the recall of this product. Please post these notices in locations within your retail outlets that are easily noticeable and accessible by consumers. Please keep the posters up for at least 6 months in cooperation with the CPSC.

*****105/155 RETAILER RETURN FORM*****

***** EVERY RETAILER MUST COMPLETE THIS FORM *****

***** IN ORDER TO RECEIVE A REFUND YOU MUST COMPLETE AND INCLUDE THIS FORM WITH THE RETURN OF EACH MODEL 105 OR 155 TREE STEP WITH DATE CODE 12/08 or 10/08 *****

* = REQUIRED FIELD

COMPANY NAME: * _____

FULL NAME: * _____

ADDRESS: * _____

ADDRESS 2: _____

(Must have physical address – No P.O. Boxes)

CITY: * _____ STATE: * _____ ZIP: * _____

PHONE: * _____ CELL: _____

Please note: Model 105 Plastic Tree Steps were sold in bags containing 3 steps, while Model 155 Plastic Tree Steps were sold individually from a display carton at the retail store.

* No. of Model 105 date code 12/08 or 10/08 steps in your inventory that are being returned: _____
(Please identify the number of steps that you are returning and not the number of packs.)

* No. of Model 155 date code 12/08 or 10/08 steps in your inventory that are being returned: _____

* Check here if you have zero Model 105 or Model 155 Plastic Tree Steps with the date code 12/08 or 10/08 currently in your inventory: _____

Send this completed form together with all eligible tree steps, if applicable, to:

Primal Vantage Co., Inc.
Attn: Customer Service
685 Route 10 East
Randolph, NJ 07869

Signature* Date: _____

Printed Name*