

Knife Retailer Implements User Enhancements Making Everyday Savings on Knives Easier

New design enhances customer experience for retailer of high quality knives and kitchen cutlery.

(City, OR) November 19, 2007 – www.OregonKnifeShop.com, a leading online retailer of engraved knives, kitchen cutlery and tactical knives, today announced that it has added many site enhancements for knife enthusiasts and customers. The newly renovated website continues to provide customers a diversified product offering of high quality knives and cutlery, while improving the overall visitor experience.

New features allow customers to immediately see their savings as well as related items, enabling shoppers to quickly assess their purchases and receive useful ideas for other knives of interest. Additionally, the site's navigation has been modified, making it easier on the eyes and allowing for quick identification of the various brands, categories and top selling knives.

"Providing customers the highest quality knives and kitchen cutlery has been our goal from day one. It's exciting to implement changes on our website that don't just look better, but provide real benefits to our users," stated Jason L. Thoune, President for Oregon Knife Shop. "We offer quality knives at 20-60% percent off retail prices everyday. With the holiday shopping season swinging into full gear, the new changes couldn't have come at a better time," Thoune concluded.

In addition to these changes, the company is planning the launch of its sister site, SwissKnifeWarehouse.com, which will provide even more options for the Swiss Army product line. From Swiss Army knives to luggage, kitchen cutlery, watches and outdoor gear, the new website will have an extremely broad and deep selection from the Swiss Army line including the Victorinox, Wenger, & Forschner brands.

The online retailer continues to make high quality, yet affordable knives its priority and focus. Improving the website from a usability standpoint and offering a wider selection of quality products is just the tip of the iceberg. Adding these features streamlines their initiative and provides a more enjoyable visit for customers looking for the very best in multi-purpose knives, kitchen cutlery and engraved knives. For a complete list of knives offered, please visit <http://www.OregonKnifeShop.com>.

About Oregon Knife Shop

OregonKnifeShop.com is an online retailer of Swiss Army Knives, Benchmade, Forschner, Buck, Kershaw and many other top knife brands. Providing quality knives and first-rate service, the company prides itself on making selection and price as important as product excellence. Knife enthusiasts can rely on OregonKnifeShop.com to provide the very best in kitchen cutlery, tactical knives, Swiss Army knives and pocket knives. Founded in Year, Oregon Knife Shop is privately held with headquarters in Stephenson, MI. For more information, please visit www.OregonKnifeShop.com.

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