

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

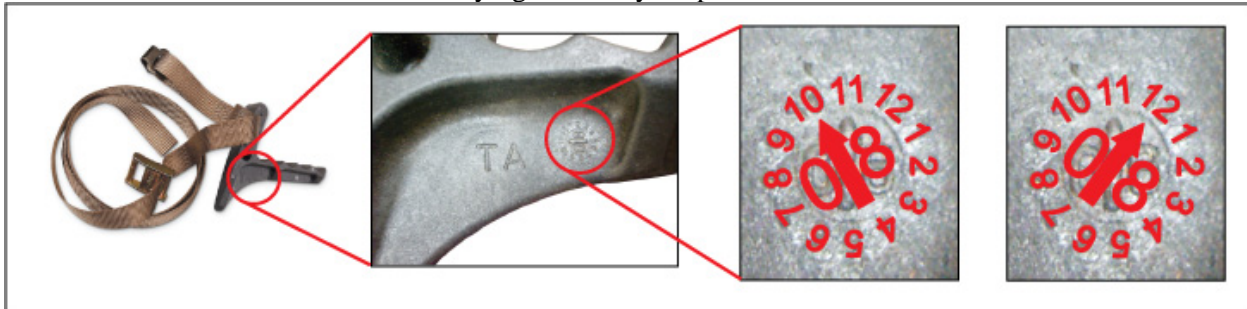
Primal Vantage Co. Inc.

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, Primal Vantage Co., Inc. is conducting a voluntary recall of its Ameristep Plastic Tree Steps, Models: 105 and 155 with date codes 12/08 and 10/08. This product recall is 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 codes 12/08 and 10/08 have broken under reportedly normal use. At Primal Vantage, customer safety comes first. As such, we want to offer a refund if you purchased an Ameristep Plastic Tree Step, Model: 105 or 155 with date codes 12/08 and 10/08. Please review and complete this form as instructed below to be eligible to receive a refund from Primal Vantage Co., Inc. We appreciate your business and will continue to provide you 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 codes 12/08 and 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," then your tree step is 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 codes.



How to Obtain Your Refund

If your Ameristep plastic tree step is a Model 105 or 155 and it has a date code of 12/08 or 10/08, then you should immediately stop using the tree steps and contact Primal Vantage for a refund of the purchase price plus \$5.00 for shipping. To obtain your refund, you need to send the tree step(s) together with a completed Return Form to Primal Vantage Co., Inc., Attn: Customer Service, 685 Route 10 East, Randolph, New Jersey 07869. Upon receipt of your 12/08 or 10/08 tree step(s) and a completed Return Form, your refund request will be processed. You can expect a refund check within 6-8 weeks. Contact customer service if you have not received your refund in 8 weeks from date of submission. Any tree steps received that are not part of the 12/08 or 10/08 lot will be returned to you without refund as these are not items under the voluntary recall.

*****Please do not return any tree steps to retail outlets. Refunds will only be issued for tree steps returned directly to Primal Vantage Co., Inc. that are accompanied by this completed form.**

*****105/155 RETURN 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 CODES 12/08 or 10/08 *****

* = REQUIRED FIELD

FULL NAME: * _____

ADDRESS: * _____

ADDRESS 2: _____

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

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

PHONE: * _____ CELL: _____

* THE FOLLOWING SECTION MUST BE COMPLETED TO RECEIVE REFUND

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 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 being returned: ____

Store Where Purchased: * _____

Date of Purchase: * _____

How did you hear about this voluntary recall? Television ____ Newspaper ____ Website ____ Other ____

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

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

_____ Date: _____

Signature*

Printed Name*