

Quarterly
January 2010

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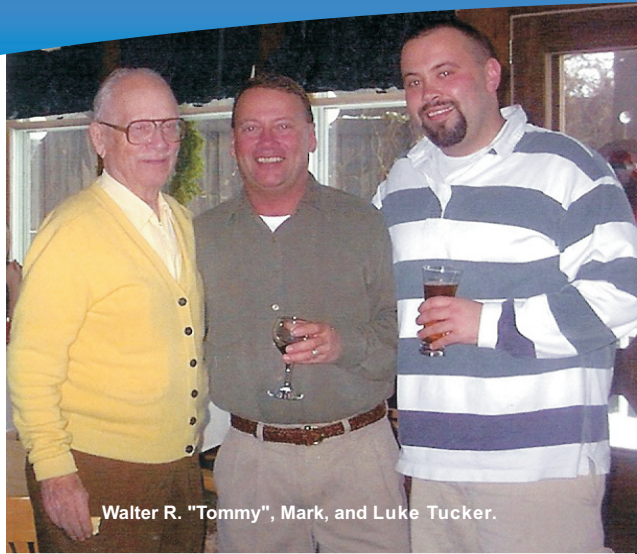
Latest News

We have just hired a new employee to run sales for us on the West Coast. Her Name is Jennifer Pritchard and can be reached at jenniferpritchard@ezred.com She is located in Northern California. Jennifer has been in Sales for the past 10 years for Wells Fargo bank. We are looking forward to her helping us grow our business and customer service on the West Coast.

Side note

Please check out the products and information and feel free to E-mail me luketucker@ezred.com with any request or questions you have about EZ RED. I wish you all a great 2010 and thank you for your support for our family business.

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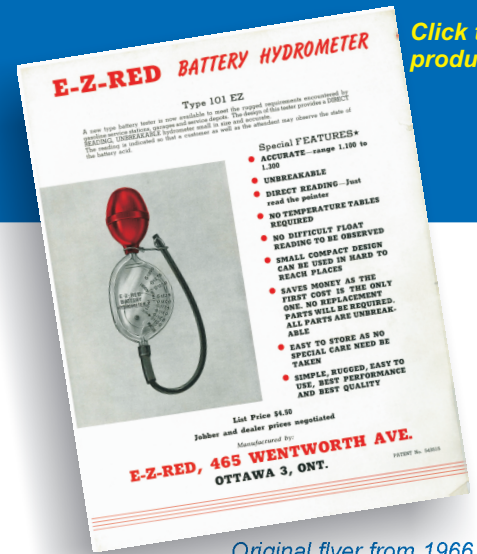


Walter R. "Tommy", Mark, and Luke Tucker.

Welcome to the 1st official Newsletter of the EZ RED Company. This will not be some annoying letter that fills up your inbox every week with boring news and updates. We will send one out 2 times a quarter and just update all of you with new products we have and interesting news in our company and market. We are looking forward to growing our business this year with several new products in hand tools and lighting.

How it all began...

I will start by giving you a quick history lesson on how the company got started. My Grandfather, Walter (Tommy) Tucker had a sales route as a wagon Jobber back the 1960's. He would wake up early and fire up his Volkswagen Van and head to his customers. His products included Wix Filters, Champion Spark plugs, Neioff Ignition, Brake shoes; exhaust systems, among other parts and tools. After some time, he got together with a chemical engineer out of Canada and they designed the S102 Antifreeze Hydrometer and the S101 Battery Hydrometer. These hydrometers were state of the art, temperature compensating, virtually unbreakable, and Easy to Read. The marketing concept of Easy to Read was how he came up with the name EZ RED. These were one of the best selling items off his van.



Original flyer from 1966.

In 1966 Grandpa sold his wagon jobber business and started EZ RED Company. While talking about how Gramp was out of his mind and puffing down Tarrington 100's, my grandmother and her friends would test the hydrometers and box them in their basement at their house. The hydrometers caught on and soon he was selling to all the Major tool and parts companies in the automotive market. He then bought a building and put in a factory with injection molding machines and manufactured the hydrometers in Deposit, NY. The company grew with several battery testers and accessories including gramps idea of 505BT battery terminal cleaner. His son, Mark (my father) graduated college and came into the business. From fresh new business ideas and by adding new products Mark continued to promote company growth. By 1992, EZ RED built the 13,000 square foot building containing the office, factory and warehouse. We have recently expanded our product offering at EZ RED to professional cordless work lights, unique hand tools and other automotive and industrial tools. Please go to the EZ RED web site and see what we have to offer. Thanks for your continued support!

www.ezred.com

Luke Tucker

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The Leader in Specialty Tools

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