

January 2012

Dear Valued Customer:

We have some great news: **Our world-class selection of Kennametal branded cutting tools just got even better.** Over the past two years, Kennametal has been working to redefine its brand strategy to further simplify and improve your experience with Kennametal and MSC.

As the largest distributor of metalworking supplies and solutions, MSC is pleased to announce that many of the products you previously purchased under names such as Greenfield Tap & Die, Hanita, Circle, Manchester, Metal Removal and Metcut, are now available under a single Kennametal brand name. This change offers a broader, best-in-class Kennametal branded portfolio of tools that meet or exceed the very same performance standards of the tools you currently use with the same form, fit and function you require. More importantly, these products are now backed by the world-class Kennametal brand support and MSC's national team of metalworking experts.

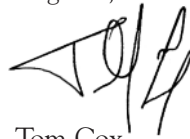
To make things even easier for you, MSC is keeping the same MSC item part numbers you already use today. Effective February 2012, when you place an order using these part numbers, we will send you the equivalent Kennametal branded product. If, for some reason, a corresponding Kennametal-branded tool is not offered, we will recommend an alternative product of equivalent or better performance for your consideration.

We are so excited about this announcement and the ability to further simplify the way we do business together that we are offering a money-back guarantee. If you are not completely satisfied with the Kennametal or equivalent product you receive, we will refund your money. No questions asked.

To learn more about the expanded Kennametal line at MSC, please visit us at mscdirect.com/kennametalttooling or call us directly at 800-521-9520.

We know you have a choice when you buy your tooling solutions, and we appreciate the trust you place in MSC as your supplier.

Regards,



Tom Cox
Executive Vice President, Sales