

SOURCE: Cooper Holding Corp.

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COHO Partners With #1 National Wholesale Distributor

COTTAGE GROVE, TN--(Marketwire - Jul 5, 2012) - Cooper Holding Corp. (PINKSHEETS: COHO) announced today that Hick's Inc., the #1 national wholesale distributor of fishing, hunting, marine, archery, and other outdoor products, has placed its second order this season with Cooper Hunting Inc.

CEO Dan Cooper, "This is big time for Cooper Hunting; Hick's customer base consists of over 10,000 dealers and distributors across the nation; when they start placing monthly orders you know your products are selling. In addition to Hick's we have also received follow-up orders from Ellett Brothers which is another major distributor in the industry. We could not be happier with the progress we're making, our list of major clients is growing and our sales team is working diligently to secure orders in the big box stores as promised."

Executive Vice President Timothy Durant, "We have completed work on our new warehouse and corporate headquarters. We really needed to get this done before the start of the season, the old facilities just couldn't handle the logistical pressures created by our new accounts and the increased capacity will enable us to process orders in a more efficient manner. This week also marks the beginning of our summer hunting expo season; we will personally attend eight shows and have our products with dealers at an additional sixteen events. We are in the process of finalizing the schedule and will post it on the web site as soon as possible."

Mr. Durant continued, "We are taking steps to improve our balance sheet and the board of directors has decided to eliminate over \$400,000 of debt by accepting stock options for deferred salaries. The stock options will be valid for 7 years and enable to holder to purchase 100 shares per dollar due with a purchase price of \$0.01 per share. We have turned the corner here at Cooper Holding and everything we're doing is preparing our company for future growth and attracting a stable investor base. We have a lot going on and will continue to provide timely updates when appropriate. On the advice of a trusted professional consultant we are not releasing any addition details until these actions are complete."

Hick's Inc. Website: <http://www.hicksinc.com/>

Corporate Website: <http://www.cooperholdingcorp.com/>

Safe Harbor Statement

Matters discussed in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such forward-looking statements. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein, and while expected, there is no guarantee that we will attain the aforementioned anticipated developmental milestones. These forward-looking statements are based largely on the expectations of the Company and are subject to a number of risks and uncertainties. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, product, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently.

Contact Information

- CONTACT:
Cooper Holding Corp.
ir@cooperhunting.com