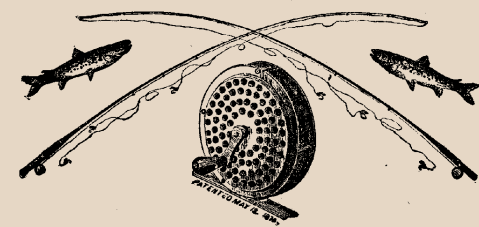




Makers of fine Fishing Tackle since 1856

DATE ENTERED
2007



Nº 6333

CHARLES F. ORVIS CO.

INCORPORATED
Manchester, Vermont

ANNUAL REPORT



Sporting Traditions
SINCE 1856

BEFORE LINCOLN WAS PRESIDENT OF THE UNITED STATES, BEFORE
STANLEY FOUND LIVINGSTONE IN THE HEART OF AFRICA, AND
BEFORE THE INVENTION OF THE PHONE, THE PHONOGRAPH, OR
THE LIGHT BULB, A MAN NAMED CHARLES ORVIS OPENED A
FLY-FISHING SHOP IN AN ELEGANT BRICK AND MARBLE BUILDING
ON THE MAIN STREET OF A SMALL VERMONT TOWN.

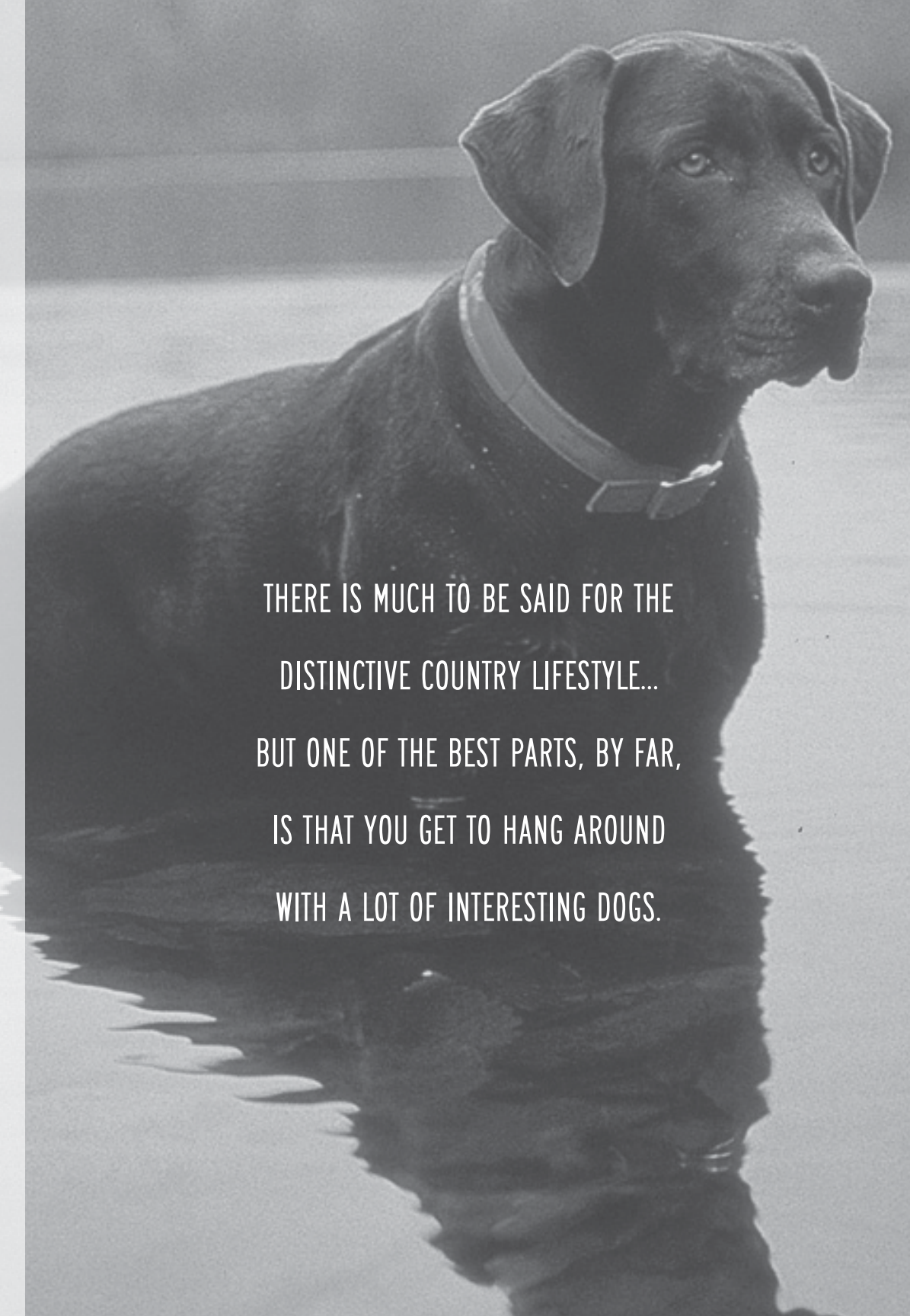
THE YEAR WAS 1856.

Today, more than 150 years later, Orvis is a bit bigger, a bit more diverse, but in many ways still the same. We're still in the same small Vermont town. We're still on the vanguard of the fly-fishing business. And most importantly, we still thrive on quality and service. We pride ourselves on offering products that are steeped in authenticity, that appeal to the discerning customer, and that are backed by the best guarantee available anywhere.

Since its founding, the company has had only three owners: the Orvis family from 1856 to 1939, D.C. "Duckie" Corkran from 1939-1965, and the Leigh H. Perkins family from 1965 to the present.



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THERE IS MUCH TO BE SAID FOR THE
DISTINCTIVE COUNTRY LIFESTYLE...
BUT ONE OF THE BEST PARTS, BY FAR,
IS THAT YOU GET TO HANG AROUND
WITH A LOT OF INTERESTING DOGS.



Fortunate are the children of tradition for theirs is an ability to savor the finer points in life. There is no greater gift than tradition. It cannot be conceived in a hurried afterthought, but is the living result of combined experience. One does not create tradition, but simply adds to the living patina and embellishes that which has existed for generations.



David Perkins, left, Orvis Vice Chairman and Perk Perkins, right, Orvis CEO.

It's always seemed to me—and I know our customers would agree—that Orvis is more than just a fly-fishing company. For more than 150 years, the Orvis Company has been synonymous with quality, integrity, and world-class customer service. I've been honored to be a part of that legacy for more than 20 years. Our 150th Anniversary year was the most successful in the company's history; I'm really looking forward to seeing how we will top it in the years to come. The reason for our success? Through the highs and lows, we have stayed true to our Vision, Mission, and Core Values. Our Corporate Goals inspire and challenge us every day to excel. With this strong foundation and an unbeatable team of detail-oriented associates, we consistently surpass our sales goals to achieve unprecedented results.

What's Ahead?

The forecast is for continued record-breaking growth and innovation. We will achieve this growth with no increase in our inventory, by finding new ways to flow our orders without adding warehouse space. We are poised for another successful decade. I am confident that this team can deal with the challenges ahead better than any in our history.

Perk Perkins
Chief Executive Officer,
The Orvis Company

VISION

To be the most respected lifestyle brand in America.

MISSION

We provide authentic products, knowledge, and experiences that define and enhance the Distinctive Country Lifestyle (DCL). That lifestyle is steeped in our sporting traditions and draws on our unsurpassed expertise in fly fishing. We invite customers into a way of life rich in heritage, hospitality, and love for the natural environment. Our personal and friendly attention to customer satisfaction is the hallmark of the Orvis experience.

CORE VALUES

The Customer is Always Right | Pride of Ownership | Integrity, Mutual Respect, Praise, and Recognition | Performance | Conservation and Our Sporting Traditions

CORPORATE GOALS

People (People) Develop, retain, and attract the very best people. | Customer Service (People) We will deliver personal and friendly "World-Class" service that consistently exceeds customer expectations and builds the reputation of our brand. | Product Quality (Product) Develop authentic products and services that we know are absolutely right, and that our customers will rave about. | Brand Growth (Product) Protect, strengthen, and increase awareness of the Orvis Brand by communicating a consistent message to our customers. | Profit and Financial Growth (Profit) Secure our future by increasing our profit base through focused sales growth, high-return investments, and effective and efficient expense control. | Multi-Channel Optimization (Profit) Optimize the synergy and power of integrated multi-channel marketing to create compelling offers while providing convenient shopping.

“IF WE ARE TO
 BENEFIT FROM THE
 USE OF OUR
 NATURAL RESOURCES,
 WE MUST BE
 WILLING TO ACT TO
 PRESERVE THEM.”
 - PERK PERKINS

CONSERVATION

ACCOMPLISHMENTS

Orvis donates 5% of pretax profits to conservation efforts. Since the Perkins family purchased the company in 1965, Orvis has donated more than \$5 million toward projects directly benefiting fish and wildlife habitat – more than \$1.1 million in the last three years alone. Orvis has partnered with organizations such as Trout Unlimited, The Nature Conservancy, The Conservation Fund, Casting For Recovery, and Coastal Conservation Association to accomplish these efforts. These efforts are in line with the vision of Perk Perkins, President of The Orvis Company. His mantra is “If we are to benefit from the use of our natural resources, we must be willing to act to preserve them.” The following list gives an overview of the major conservation projects Orvis has participated in since 1991.

ORVIS CONSERVATION MATCHING GIFT CAMPAIGNS

2007

Cheetah Conservation Fund. Population restoration and regional education for endangered species preservation in Namibia, Africa. This program raised more than \$150,000 in 2006, so it will be continued in 2007.

McCloud River, California. Restoration of genetically pure strains of McCloud River redband trout and their degraded habitat.

Big Hole River Grayling Project, Montana. Habitat restoration to preserve the at-risk fluvial Arctic grayling, to provide spawning habitat and thermal cover.

2006

Battenkill River, Vermont, Battenkill Restoration Fund, in-stream habitat restoration, wild trout protection.

Trees for Trout on Colorado’s South Platte River. Restore fish breeding, feeding, and wintering areas.

2005

Rapid River, Brook Trout Preservation. Invasive Species Abatement, Maine Lower Henry’s Fork, Vernon Bridge and Stone Bridge Access Preservation, Idaho

Reintroduction of Endangered Whooping Cranes, Eastern US.

2004

Golden Trout Habitat Restoration, Sierra Nevada Mountains, Kern River Basin, California.

Audubon’s San Francisco Bay Restoration Program, California.

2003

The Deschutes River Basin, Metolius River, Lake Creek Land Acquisition, Oregon
 Wilson’s Phalarope Migration Corridor, Great Salt Lake, Utah.

2002

Long-Billed Curlew Habitat Protection, Montana. Madison River Access Preservation at Three Dollar Bridge, Montana

The Pere Marquette River Watershed, The Baldwin River, Michigan.

2001

Jefferson River, Montana Muskeget Island, Massachusetts.

2000

The Rogue River Basin, Oregon.

1999

Apalachicola Bay, Apalachicola, Florida Laguna Madre, Texas/Mexico Coastal Border Area.

1998

Chesapeake Bay, Octararo Creek Watershed in Southeastern Pennsylvania and North-eastern Indian River Lagoon, Florida.

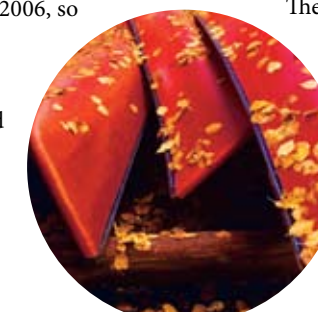
1997

Beaverkill River, New York Migratory Songbird Flight Corridor, Jamaica Henry’s Fork of the Snake River, Idaho.

PHILANTHROPY

Casting for Recovery (CFR) CFR provides fly-fishing retreats designed to promote and support mental and physical healing for women who have or have had breast cancer.

Susan G. Komen Race for the Cure in Vermont/New Hampshire.



PRESENT OWNERSHIP AND MANAGEMENT

KEY MANAGEMENT

Leigh H. Perkins, Jr., Chief Executive Officer

David D. Perkins, Vice Chairman

Raymond G. McCready, President, Supply Chain, Advertising, and Retail

Brian Gowen, Vice President, Chief Financial Officer, Chief Operating Officer

Jim Lepage, Vice President, Orvis Rod and Tackle

Kathy Gauthier, Vice President, Merchandising

John Rogers, Vice President, Marketing and E-Commerce

Rob Bean, Vice President, Corporate Controller

Mark Holmes, Vice President, Information Services and Human Resources

Garr Larson, Vice President, Inventory Management, Sourcing, and UK

Jim Logan, Vice President, Manufacturing

Joe Carpenter, Vice President, Retail

COMPANY PROFILE

Orvis is a family-owned international multi-channel retailer, with corporate headquarters in Sunderland, Vermont and major distribution operations in Roanoke, Virginia. Currently owned by the Leigh H. Perkins family, Orvis was founded in 1856 by Charles F. Orvis and has been run by just three families over the course of its history.

Orvis is an outfitter of the traditional sporting lifestyle—fly-fishing tackle and shotguns, men's and women's sporting attire and classic country clothing, sporting art, luggage, distinctive gifts, dog accessories, and fine home furnishings. Fifty million catalogs were mailed in 2006, including Fishing/Hunting, Men's Clothing, Women's Clothing, Gifts and Home, and Travel. Orvis News, with fishing and wingshooting themed editions, is published eight times a year, with a combined circulation of 2.2 million customers.

Orvis has 36 retail stores in the United States and 18 stores in England and Scotland. In 1982, Orvis incorporated mail order and retail business in England to establish the Orvis U.K. division.

EMPLOYMENT

Orvis employs more than 1,700 people, a number that rises to nearly 1,900 during peak season.

MANUFACTURING

Gokey

One of America's oldest manufacturers of hand-crafted, quality footwear. Gokey products are now featured in all Orvis catalogs and retail stores.



Orvis Rod Shop

Orvis has been continuously building rods since 1856. Its Manchester, Vermont factory has doubled in size over the last two years and the company has spent nearly \$2 million on mechanical and physical plant upgrades. Some of our rod manufacturing specialists have been building rods for more than 30 years.

LICENSING

Orvis licensees include respected brands that share business and lifestyle synergies. Licensing partners derive great value from the Orvis demographic by leveraging marketing opportunities in Orvis's many sales channels, including catalog and website, as well as targeted access to the exclusive house file. In return, Orvis' licensees lend complexity and texture to the Orvis experience for our customer.

SALES CHANNELS

Orvis business units generate sales through five primary channels.

CONSUMER DIRECT

Fifty million catalogs mailed annually across all categories in North America, U.K., and other foreign countries — Fishing/Hunting, Men's Clothing, Women's Clothing, Gift and Home, Travel, and Pet catalogs — with a file of 1.8 million direct mail customers (three-year buyers).

E-COMMERCE

Orvis's web business has enjoyed tremendous sales growth since its 1998 introduction. Over the past three years, sales have continued to aggressively climb, with an average annual growth rate of 75%. Orvis's online marketing efforts generate upwards of 11 million sessions and attract in excess of 6.8 million unique visitors to the Orvis website.

RETAIL

Thirty-six retail store locations in the United States. Eighteen retail store locations in the United Kingdom. See page 15 for a complete listing.

DEALERS & WHOLESALE

500+ Orvis dealers in the United States, Andorra, Argentina, Australia, Austria, Belgium, Bermuda, Canada, Chile, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Iceland, Italy, Japan, Luxembourg, Mexico, New Zealand, The Netherlands, Norway, Portugal, Puerto Rico, Seychelles, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, and Switzerland.

SPORTING TRADITIONS

These services are what set Orvis apart from all the rest as an authority in the sporting world. The Sporting Traditions department includes: Orvis Fly-Fishing and Wingshooting schools; the Orvis-Endorsed Excursions, Lodges, Outfitters, Guides, Guide Services, and Kennels program; and Orvis Travel, our in-house international travel service.

CONSUMER DIRECT

CATALOG

Direct mail has been the driving force behind Orvis's success for more than 150 years. In fact, Orvis is the oldest mail-order outfitter in America. We currently mail more than 45 individual catalogs a year in the US and UK, to more than 50 million homes worldwide. Research has proven that our catalogs also drive customers to our retail stores and websites; more than 50% of people who make a purchase at one of our retail stores have received a catalog at their home within the past four weeks.

With on-target merchandising, knowledgeable and insightful copy, artful photography, and meticulous attention to the brand, the Orvis catalogs speak to our customers with a knowledgeable and friendly tone. Timeless style, attention to detail, and a love of the distinctive country lifestyle are manifest on every page. Our classic men's and women's clothing is designed to be comfortable and sophisticated, in keeping with our customers' active lifestyles. Our fabrics are the very best the world has to offer—authentic handwoven Harris Tweeds from Scotland, Donegal wool from Ireland, hand block-printed cottons from India, Mongolian cashmere—carrying on our +150-year-old tradition of quality. Our fly-fishing and hunting catalogs pay tribute to our sporting heritage while offering the industry's most innovative and cutting edge products. Only Orvis can offer this level of expertise and authenticity.

Last, but certainly not least, Orvis donates 5% of our profits every year to conservation efforts around the globe, and we demonstrate our dedication to "giving back" with every catalog. Current fund-raising campaigns are highlighted in the catalog spreads, with a link to our website to learn more about our ongoing projects and conservation partnerships.

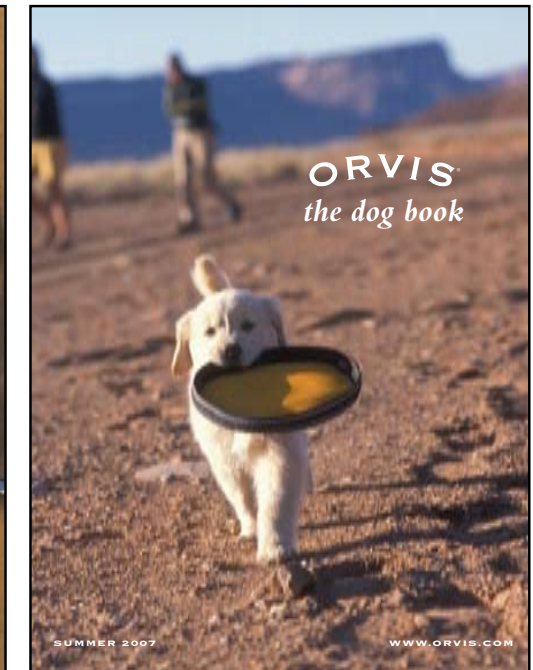
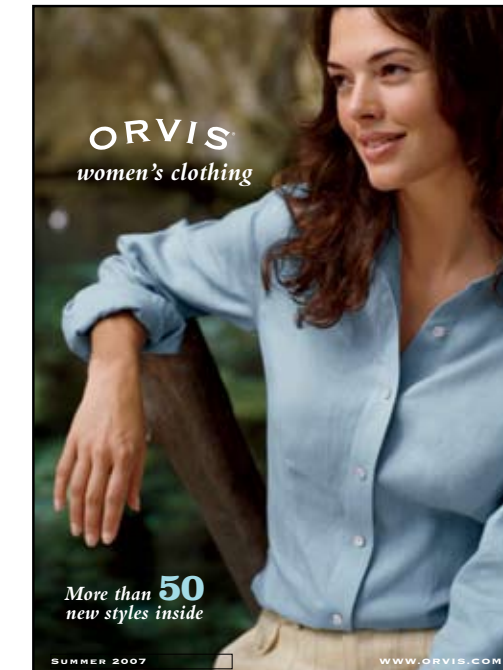
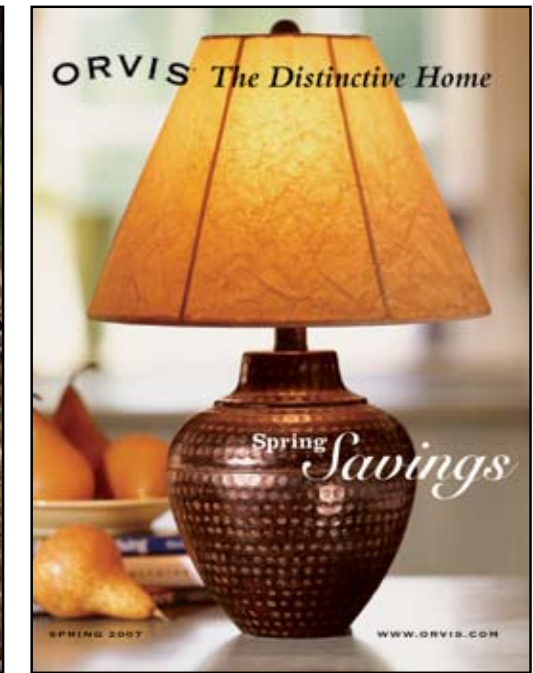
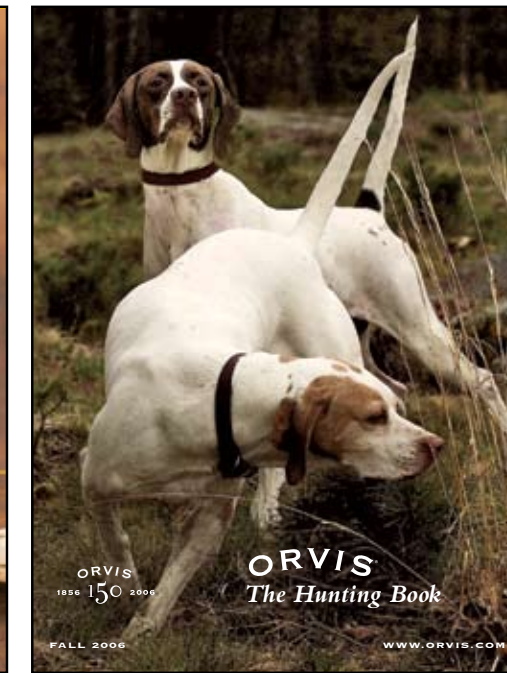
E-COMMERCE

WWW.ORVIS.COM

Launched in 1998, www.orvis.com has grown from offering 60 fly-fishing items online to a site that includes merchandise and information on every aspect of the Orvis Lifestyle from clothing and gun cases, to special store events and Endorsed Lodge vacations. In step with the industry trends and able to capitalize on the latest innovative technologies, Orvis.com is an ever-increasing contributor to our bottom line and our house customer file. For example, during the last three weeks of December 2006, the website accounted for more than 52% of consumer-direct sales. Sales and contribution gains can be attributed to ongoing site usability refinements, a renewed emphasis on interactive merchandising, superior customer service, and improvements to search and functionality. Updated daily, Orvis.com currently has 15,000 pages, attracting 6.8 million unique visitors and 550,000 orders a year.

WWW.ORVIS.CO.UK

Since the launch date in 2000, the Orvis UK website has experienced extremely fast growth, thanks to a wide range of merchandise, which we don't have the opportunity to include in our UK catalogs. By offering customers a wider selection of merchandise in an environment that is clean, intuitive, and easy to shop, Orvis.co.uk increases our UK customer acquisition. The company-wide initiative of cross-channel integration and a customized analytics packages allows Orvis.co.uk to get better performance and results from our web marketing efforts. The UK site also benefits from Orvis.com functionality improvements and technologies. More readily available broadband access within the United Kingdom ensures that this emerging web market will continue its exponential growth. Orvis.co.uk currently has 10,000 pages on display and takes more than 32,000 orders per year.



SPORTING TRADITIONS

TRAVEL DEPARTMENT

Specializes in remote destinations with unique fly-fishing, bird-hunting, and natural history. Some of our more exotic trips include fly fishing for peacock bass on a remote tributary of the Amazon; bird hunting for wild guinea fowl in Botswana's Okavango Delta; and exploring remote rain forests in Papua New Guinea. One hundred travel destinations are offered on six continents. Conservation organizations we work with to provide unique trips while protecting the environment for future generations include The Nature Conservancy - Palmyra Atoll, Belize, Bahamas | African Wildlife Association - Zambezi Heartland Project, Serengeti Heartland Project | Atlantic Salmon Federation - North Atlantic Salmon Preservation | Wild Salmon Center - Kamchatka, Russia | Wildlife Conservation Society - Patagonia Steppes Project | Turneffe Atoll Conservation Fund - Belize

ENDORSEMENT PROGRAMS

Orvis-Endorsed fishing and wingshooting operations are the very best the outdoors has to offer. Each has its own character, but they all share the ideals of excellent service, great fishing or wing-shooting, and an experienced, professional staff. Orvis-Endorsed operations cater to every ability from beginner to expert. Endorsed operations are continually reviewed by the Orvis staff and must continue to meet our rigorous requirements. Through annual training seminars, sponsored by Orvis, each operation continues to learn the latest in techniques and client services.

- 150 Endorsed Fly-Fishing Lodges, Outfitters, Expeditions, Guide Services, and Guides
- 25 Endorsed Wingshooting Lodges

FLY-FISHING SCHOOLS

Manchester, VT; Coeur d'Alene, ID; The Homestead Resort, VA; The Homestead, MI; Sandanona, Millbrook, NY; The American Club, Kohler, WI; Branson, MO; Chatham, Cape Cod, MA; Mays Pond, FL; Barnsley Gardens, GA.

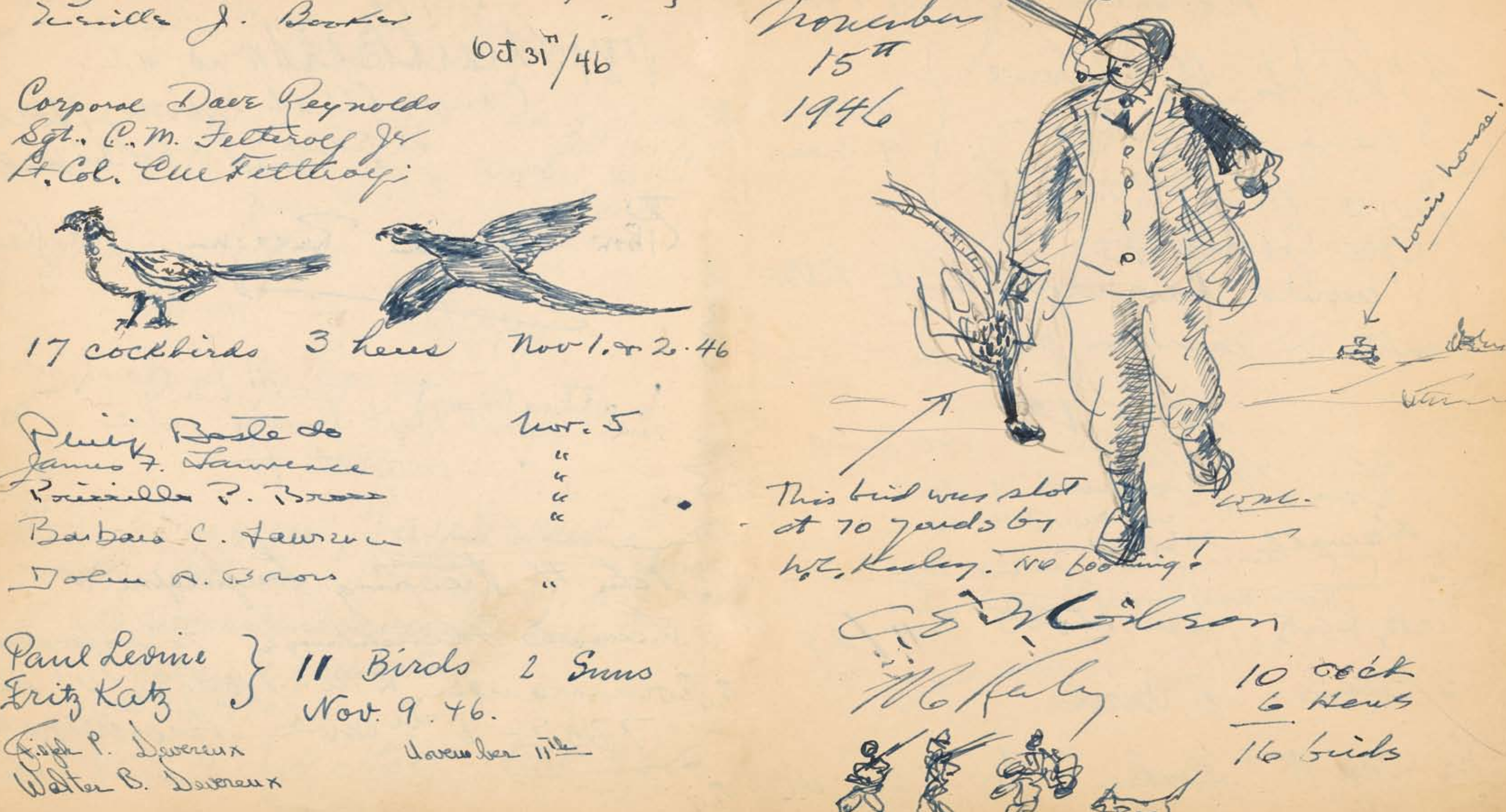
SHOOTING SCHOOLS

Manchester, VT; Sandanona, Millbrook, NY; Mays Pond, FL; Barnsley Gardens, GA.

SANDANONA AND BARNSLEY GARDENS

The oldest licensed shooting preserve in the country, Orvis Sandanona offers one of the world's premier sporting clays courses, a comprehensive wingshooting school, and an Orvis Fly-Fishing School, set amid gorgeous grounds with a 19th-century shooting club lodge, just 90 minutes north of Manhattan. In 2006, Orvis established the Orvis Shooting Grounds at Barnsley Gardens, located at one of the most captivating resorts in the South, in Adairsville, Georgia. Open year-round, Orvis Shooting Grounds at Barnsley Gardens also offers its own pro shop and an Orvis Fly-Fishing School. At both locations, you'll find expert, personable, and consummately professional instructors who go unmatched in their field and can help anyone from beginner to expert refine their skills.

At right, a 1946 page from the original Orvis Sandanona guest log. 2007 marks the 100th anniversary of this historic shooting club.



RETAIL STORES

UNITED STATES

(36 total stores)

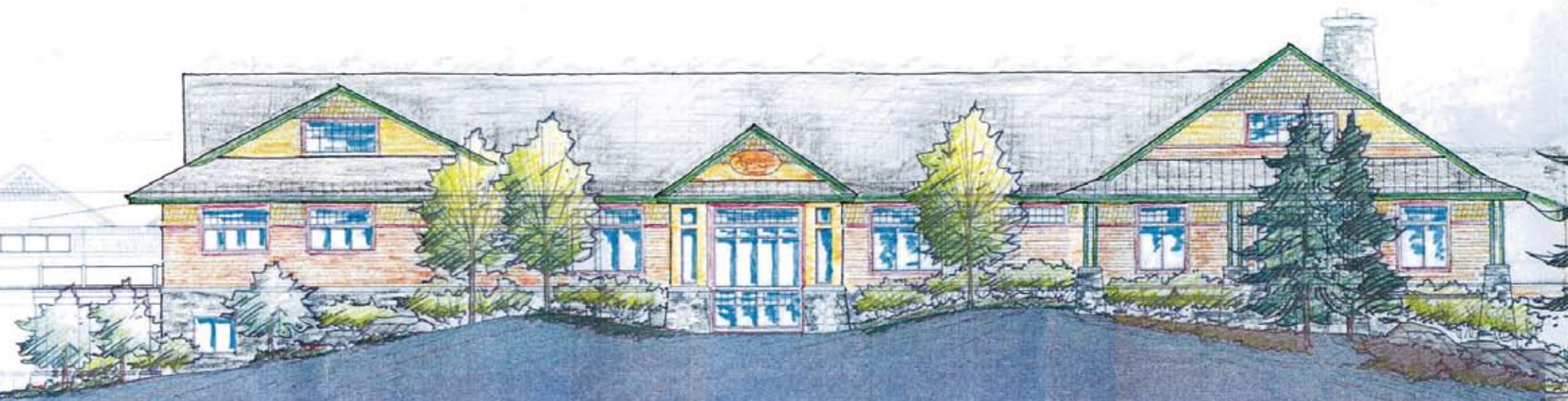
Atlanta, GA
Arlington, TX
Arlington, VA
Avon, CT
Boston, MA
Buffalo, NY
Carmel, IN
Chicago, IL
Dallas, TX
Darien, CT
Dayton, OH
Denver, CO
Downingtown, PA
Englewood, CO - Rod & Tackle
Greenvale, NY
Houston, TX
Jackson Hole, WY
Madison, WI
Manchester, VT
New York, NY

Norcross, GA
Palo Alto, CA
Pasadena, CA
Raleigh, NC
Reno, NV
Richmond, VA
Roanoke, VA
Royal Oak, MI
Sandestin, FL
San Francisco, CA
San Jose, CA
Scottsdale, AZ
Seattle, WA
Sevierville, TN
The Woodlands, TX
Tysons Corner, VA

UNITED KINGDOM

(18 total stores)

Bakewell
Banchory
Bath
Burford
Chichester
Corbridge
Edinburgh
Exeter
Farnham
London
Ludlow
Norwich
Old Amersham
Stockbridge
Tenterden
Westerham
Yorkshire
Tarpoley



ORVIS ROD & TACKLE

This organization was created in early 2003 to draw all supporting functions of our fly-fishing business together into one organizational structure. Orvis Rod & Tackle integrates marketing, product development, and sales of fishing products in all sales channels—dealer (wholesale), retail, and catalog. Moreover, creation of the Orvis Rod & Tackle organization helps fully embrace our mission to be widely acknowledged as the number one brand in fly fishing.

DEALERS & WHOLESALE

500+ Orvis dealers in the United States, Andorra, Argentina, Australia, Austria, Belgium, Bermuda, Canada, Chile, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Iceland, Italy, Japan, Luxembourg, Mexico, New Zealand, The Netherlands, Norway, Portugal, Puerto Rico, Seychelles, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, and Switzerland.

INNOVATIONS

Developed and introduced the first ventilated fly reel.

First to introduce Gore-Tex® rainwear to fishermen.

First to produce brown camouflage hunting gear for fall marshes.

Among the first to bring breathable wader technology to the fishing market.

First to quantify Flex Index, a system that consistently measures and quantifies a fly rod's action.

First to use that system to quantify each fly rod's casting profile.

First to offer a 25-year guarantee against breakage of fly rods, regardless of the cause

In 2005, Orvis launched Zero Gravity, the first rods to combine graphite and boron in a thermoplastic matrix.



THE ORVIS BRAND DNA

Fourteen traits of the Orvis Brand's personality, which Orvis associates at all levels use everyday to evaluate every idea or opportunity; ground every decision; and justify every action.

AUTHENTIC

To Orvis means genuine and real. It represents an acute sense of quality and intimacy with a product or experience that transforms it from mediocrity to a true Orvis experience, steeped in rich tradition and knowledge.

SPORTING

Is at the core of the Orvis brand. The participation in and provision for fly fishing is the foundation upon which Orvis was created and continues to influence the brand to various degrees every step of the way.

RESOURCEFUL

Represents our ability and desire to travel the world over to find the best quality and selection for our customers. Our resourcefulness is a primary ingredient in our authority and authenticity. Through a carefully tended network, we can bring the very best the world has to offer to life within the Orvis brand.

WORLDLY

Orvis is a well-traveled brand. The combined experience resulting from years of travel, to every country and continent, provides a unique perspective that is seasoned and well-informed.

NATURALIST

Represents an undeniable love for, superior knowledge of, and complete reverence to, things related to nature and the outdoors. We understand the importance of conservation, and place top priority in our efforts to preserve the natural resources upon which our lifestyle is based.

QUALITY

Is the cornerstone of the Orvis brand. It is held to a high standard by us, its associates, who are also our best customers. Our mission states that we do not sell what we ourselves would not be proud to own. Our commitment to quality instills in our customers the confidence and dependability they have come to expect from Orvis.

DISCERNING

Represents a level of taste. It is a keen sense for quality and style in things that are truly authentic and well-crafted.

TRADITION

Is the greatest gift Orvis has to offer. It is the connection to a rich heritage that has endured for generations. While competitors have discarded their traditions in pursuit of modern-day trends, the Orvis tradition remains classic, timeless and, most importantly, relevant to our customers' lives.



KNOWLEDGEABLE

Orvis offers products and services with unmatched understanding, depth, and insight for the lifestyle in which they will be used. This knowledge lives within all of our associates as a reflection of the passion they have for the brand and the lifestyle it embodies.

INNOVATIVE

While ours is a brand rooted in rich tradition, our tradition of innovation runs just as deep. Our knowledge and intimacy with our lifestyle, combined with our lasting relationship with our customers, allow us to be on the forefront of change, continually offering new and evolved products and services.

RESPECTFUL

It is the storied traditions and rich heritage from which Orvis gains its respect. And we return that respect in every aspect of our business. Respect for our associates. Respect for our business partners. Respect for our customers. And most importantly, respect for the natural resources that provide for our lifestyle.

CONFIDENT

Orvis has a quiet, yet strong sense of confidence that stems from the quality of our products, our intimacy with our lifestyle, and the genuine relationships with our customers.

INTEGRITY In our relationships with ourselves, our customers, and our business partners, integrity is at the forefront, reflecting honesty, openness, and mutual respect.

CREDIBLE Orvis' credibility stems from our long tradition of providing consistent quality, unmatched customer service, and 150 years of outdoor sporting and living experience.

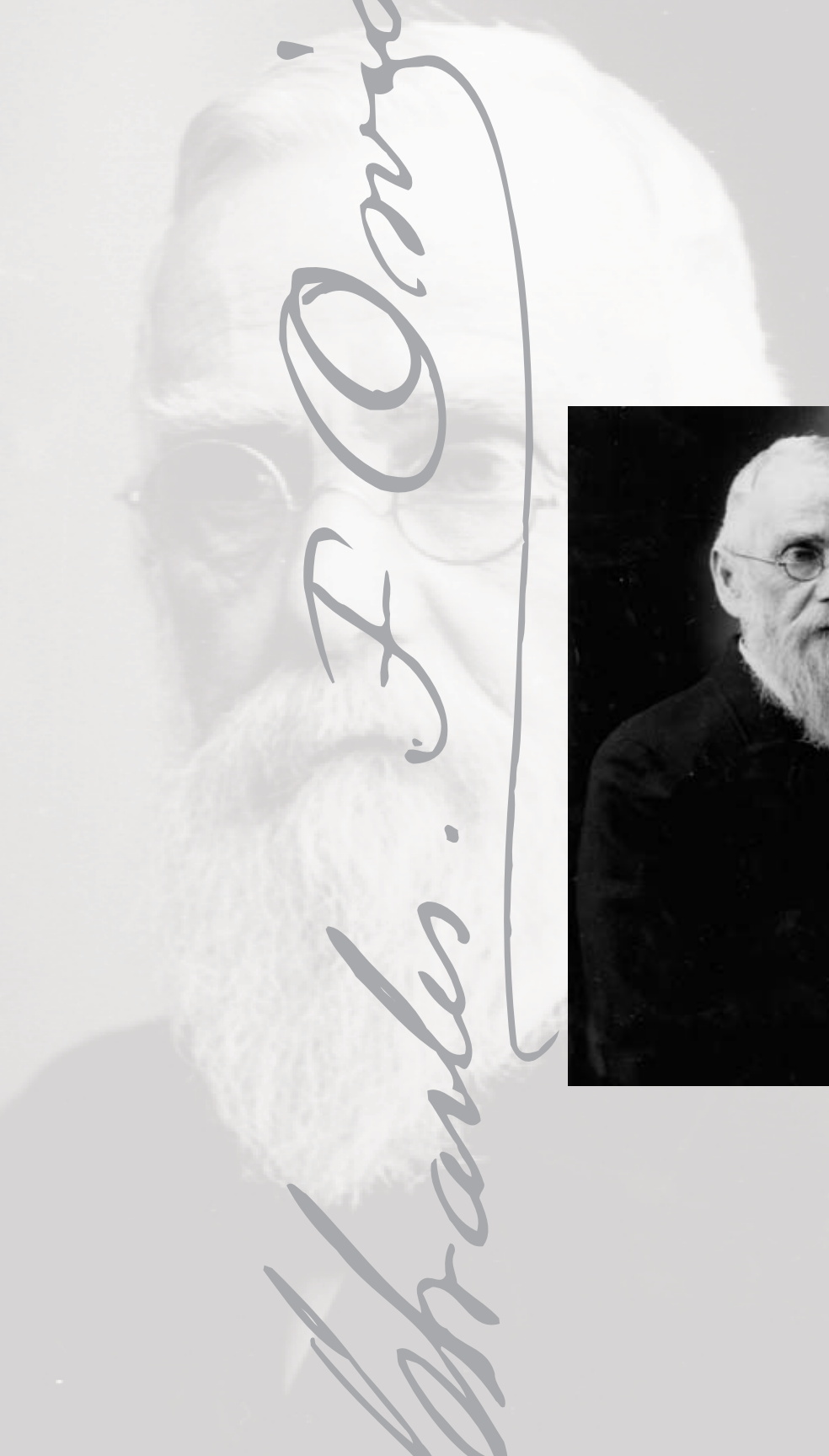
THE ORVIS BRAND POSITION

ASPIRATIONAL

DISTINCTIVE COUNTRY LIVING IS THE LIFESTYLE THAT EMBRACES OUR CORE OF SPORTING TRADITIONS. IT VALUES QUALITY, TRADITION, AND NATURE, AND IT HAS A DISCERNING EYE FOR THE FINER THINGS IN LIFE. THE SENSIBILITY OF TIMELESS STYLE, ATTENTION TO DETAIL, AND A LOVE OF NATURE IS MANIFEST IN ORVIS CLOTHING, FURNISHINGS, ACCESSORIES, AND GIFTS. EVERY ARTICLE BOTH EMBODIES A TRADITION AND RESPECTS THE OWNER'S VALUES AND SENSE OF QUALITY. THESE VALUES OF TIMELESSNESS, DETAIL, AND NATURAL BEAUTY ARE CENTRAL TO OUR CUSTOMERS' INDIVIDUALITY, AND ARE A REFLECTION OF THE HISTORY, TRADITIONS, AND PASSIONS OF THE ORVIS OUTDOOR EXPERIENCE; EVEN AS MANY CUSTOMERS MAY NOT THEMSELVES PARTICIPATE IN THESE SPORTS, THEY CARRY THE TRADITIONS FORWARD.

INSPIRATION

SPORTING TRADITIONS ARE AT THE CORE OF THE ORVIS BRAND. THE PASSION FOR AN AUTHENTIC OUTDOOR EXPERIENCE INFLUENCES OUR PRODUCTS AND SERVICES TO VARYING DEGREES EVERY STEP OF THE WAY. THE CORE AND HERITAGE OF ORVIS IS THE ACTIVE PARTICIPATION IN, AND PROVISION FOR, FLY FISHING AND WINGSHOOTING. ORVIS IS A LEADER, INNOVATOR, AND STEWARD OF THESE SPORTS. WE REVERE THE TRADITIONS, THE SPORTSMEN, AND THE TEACHERS WHO HAVE A PASSION FOR THE PURSUIT OF FISH AND GAME. WE ENCOURAGE AND INTRODUCE NEWCOMERS WHO EMBRACE THE JOY AND TRANQUILITY OF THE OUTDOORS. WE ENCOURAGE AND SUPPORT THE PRESERVATION OF WILDLIFE AND WILDERNESS. WHILE THE CORE OF ORVIS IS FOCUSED ON LEISURE PURSUITS, THESE PURSUITS SPARK PASSIONS THAT SPAN GENERATIONS.



AWARDS MORE THAN TWO DOZEN
PRODUCT AWARDS RECEIVED IN
RECENT YEARS, INCLUDING
GRAY'S BEST, SPORTS AFIELD
EDITOR'S CHOICE, ROBB REPORT
BEST OF THE BEST, FLY-FISH
AMERICA EDITOR'S CHOICE, AND
SPORTING CLASSICS MAGAZINE'S
SPORTING COMPANY OF THE
YEAR (2002)

AWARDS

More than two dozen product awards received in recent years, including Gray's Best, Sports Afield Editor's Choice, Robb Report Best of the Best, Fly-Fish America Editor's Choice, and Sporting Classics Magazine's Sporting Company of the Year (2002).

CORPORATE AWARDS & ACCOLADES

2006

Gray's Sporting Journal
Gray's Best award – Orvis Zero Gravity Fly Rod series
"Best of the Best" award, Field & Stream – Orvis Zero Gravity Fly Rod series
Editor's Pick, Field & Stream – Safe Passage DS* Sling Pack
Best in Test, Trout Fisherman – Orvis Mach Large Arbor Reel
Best in Test, Trout & Salmon – Orvis Frequent Flyer Rods

2005

One of The 20 Best Catalogs in America, Men's Journal
Gold Award – Orvis.com (I-Merchant Website Awards, Consumer Specialty Category)
Gold Award – Orvis Gifts for Men Catalog (Multi-Channel Merchant Awards, new catalog category)
Silver Award – Orvis Fly-Fishing Catalog (Multi-Channel Merchant, Sporting Goods category).

2004

Website of the Year – Orvis.com Gold Award – Orvis.com (I-Merchant Awards, Consumer Soft Goods) Gold Award – Fly Fishing, Spring 2003, (Sporting Goods Category) Silver Award – The Sporting Tradition, Fall 2003 (Sporting Goods Category)
Silver Award – Men's Clothing, Fall 2003 (Apparel Category)
Silver Award – UK Women's Clothing, Early Autumn 2003 (International Consumer)

2003

Award Gold Award – Destinations, Summer 2002 (Apparel Category) Gold Award – The Sporting Tradition, Fall 2002 (Sporting Goods Category)
Gold Award – The Dog Book, Holiday 2002 (Consumer Specialty Category)
Silver Award – The Dog Book, Holiday 2002 (Gifts Over \$75)
Silver Award – Orvis.com, iMerchant Website Awards (Consumer Soft Goods Category)

2002

Award – Catalog (category) Gold Award – The Sporting Tradition, Fall 2001 (Sporting Goods Category)
Gold Award – Men's Traditions, Holiday 2001 (Apparel Category)
Silver Award – The Dog Book, Holiday 2001 (New Consumer Catalog)
Silver Award – UK Women's Clothing & Gifts, Summer 2001 (International Consumer)

2001

Award – Catalog (category) Gold Award – Men's Traditions, Holiday 2000 (Apparel Category)
Silver Award – Clothing & Gifts (Combo), Holiday 2000 (Gifts Over \$75) Silver Award – The Sporting Tradition, Fall 2000 (Sporting Goods Category) Silver Award – UK Women's Clothing & Gifts, Summer 2000 (International Consumer) Silver Award – UK Women's Clothing & Gifts, Autumn 2000 (International Consumer)

2000

Award – Catalog (category) Catalog of the Year The Sporting Tradition, Fall 1999 (Sporting Goods Category) Gold Award – The Sporting Tradition, Fall 1999 (Sporting Goods Category)
Silver Award – Clothing & Gifts, Holiday 1999 (Gifts Over \$75)

DESIGN AWARDS

2000

American Graphic Design Award Orvis Wonderline Packaging

2000

American Graphic Design Award Orvis Branding & Packaging Standards

1999

CLIO for Excellence in Packaging Design Orvis Wonderline Packaging

ORVIS
SPORTING TRADITIONS
Since 1856

TRADEMARKS



BATTENKILL

CLEARWATER

DOG'S NEST

DRY-CUFF

EASY ENTRY

ELEMENTS

ENDURA

FAR-AND-FINE

FULLFLEX

GALE FORCE

GOKEY

GREEN MOUNTAIN

JET STREAM

MADISON

MARQUESAS

MIRAGE

MONTANA MORNING

ONE-WEIGHT

ORVIS CROSSED RODS LOGO

ORVIS FISHERMAN LOGO

RHINOHIDE

ROCKY MOUNTAIN

ROLLACASE

ROLLADUFFLE

SAFE PASSAGE

SIGNATURE TWILL

SILVER LABEL

SPRING CREEK

SUPERFINE

SUPER STRONG

T3

TAILWATERS

TOUGHCHEW

TRIDENT

VINTAGE DENIM

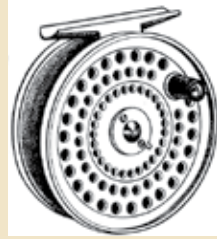
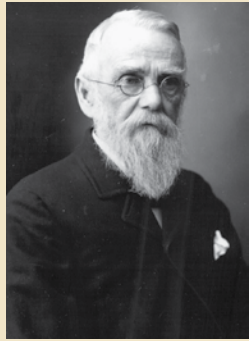
VORTEX

WONDERLINE

WORLD'S COOLEST SHIRT

ZAMBEZI

ZERO GRAVITY



ORVIS
1856 150 2006
a sporting tradition



ORVIS UK 25TH ANNIVERSARY

1856

Charles F. Orvis
Founds the Orvis Company,
Manchester, Vermont.

1874

Charles Orvis invents first
ventilated narrow spool fly
reel to be mounted upright —
prototype for modern fly
reels.

1880

Orvis bamboo rod named
best of its weight in the world
by leading outdoor writer Ned
Buntline.

1885

Orvis glass Minnow Trap
launched. A brisk seller until
the 1960s.

1892

Charles' daughter Mary Orvis
Marbury receives national
acclaim for Favorite Flies and
Their Histories, the world's
first illustrated classification
and standardization of fishing
flies.

1893

Mary Marbury invited to
exhibit Orvis flies and fishing
photographs at Chicago
World's Fair.

1939

Orvis purchased by Dudley C.
"Duckie" Corkran.

1940

Wesley Jordan, legendary rod
builder, takes over Orvis rod
production.

1942

Orvis joins war effort,
producing split bamboo ski
poles for U.S. troops.

1946

Orvis team develops and
patents world's first impreg-
nated bamboo rod, making
rods completely waterproof
and warp-proof.

1956

100th anniversary. Orvis
opens flagship store in
Manchester, complete with
10,000 flies and casting pool
for testing rods.

1965

Orvis opens a new flagship
store in Manchester, complete
with 10,000 flies and casting
pool for testing rods.

1966

100th anniversary. Leigh H.
Perkins buys the Orvis
Company. Annual sales are
\$500,000.

1967

Orvis introduces the "Zinger"
to the world.

1969

Orvis is first to produce and
market Georgia Fatwood
Kindling.

1971

World's first brown camou-
flage hunting gear is
introduced in Orvis catalog.

1972

Orvis develops first modern
exposed-rim, skeleton frame,
superlight fly reel — the CFO®.

1973

America's first dedicated
wingshooting school opens at
Orvis Manchester.

1974

Orvis introduces its first
graphite rods.

1977

Orvis introduces the Dog's
Nest® to America.

1982

Orvis establishes mail order
and retail business in
England.

1984

Orvis introduces Sporting
Clays to America via its
Houston store.

Orvis rod shop, headed by
Howard Steere, unveils the
Ultra Fine — world's first
two-weight graphite rod.

1986

Orvis-Endorsed Lodges,
Outfitters, and Guides
Program is created, defining
standards of quality and
responsibility sportsmen can
rely on.

Sales reach \$50 million
annually.

1988

Orvis signs on 400th dealer
worldwide. Orvis introduces
25-year, unconditional rod
guarantee.

1989

Orvis rods named No. 1 Best
Made Product of the U.S. in
the 1980s by Tom Peters,
author of *In Search of
Excellence*.

1990

Orvis purchases Gokey
Company, manufacturers of
fine hunting boots, shoes, and
luggage since 1850.

Orvis announces challenge
grant to benefit U.S. wetlands
by raising more than \$200,000
in two years.

1992

Leigh H. Perkins names son,
Perk Perkins, new President
and CEO of The Orvis
Company Inc.

1993

Orvis CFO III disc fly reel
wins "Best in Show" at
International Fly Tackle
Dealer Show.

Sales top \$100 million
annually.

2000

In 2000, the Orvis Company
joined forces with Casting for
Recovery to help breast
cancer survivors.

2004

The first waders with a
full-support wading shoe
attached for comfort.

The first advance in leader
technology in years. Exclusive
Orvis Hy-Flote is a specially
formulated nylon material
with a chambered core.

2005

Orvis joins a \$100,000
matching campaign to help
endangered whooping cranes.

2006

Orvis celebrates 150 years!
2006 also marks our 25th year
in the U.K.

2007

Raymond G. McCready is
named President of the Orvis
Company.

The Orvis Service Center in
Roanoke, Virginia celebrates
its 20th year.

Orvis Sandanona marks
its 100th Anniversary.

