

## Letter to Shareholders

The Board of Directors would like to take this opportunity to thank our shareholders for their continued support. It has been your support that has helped make 2011 a successful year.

### A review of 2011, a plan for 2012

In early Q1, the Board of Directors strengthened the management team of Cooper Hunting Industries by hiring Bruce Ayers as Chief Operations Officer. Mr. Ayers had an immediate impact through his contact with Don Coffey Company, one of the industry's most respected manufactures' rep groups. The Don Coffey Company employs 24 sales reps that have strong working relationships with the largest big box and catalog retailers, major wholesale distributors and dealer buying groups in the country.

“Management has strategically positioned Cooper Hunting for record sales growth in 2012. Cooper Hunting now has the best manufactures' rep group in industry, the Don Coffey Company Inc. By combining Cooper Hunting's new and innovative products with Don Coffey's exceptional sales force, we are preparing for a record breaking year.” Stated COO, Bruce Ayers

In 2011 we established sales distribution with the five largest wholesale distributors in the country. Cooper Hunting will be attending all the major distributor shows starting this week with Ellett Brothers, the nation's largest sporting goods wholesaler. We will also attend a record number of consumer shows where we will introduce and sell our products directly to the consumer.

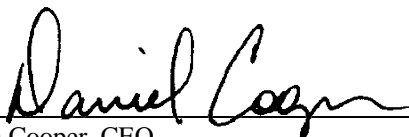
In 2011 we launched two successful websites, [www.cooperholdingcorp.com](http://www.cooperholdingcorp.com) for our shareholders and [www.cooperhunting.com](http://www.cooperhunting.com), an e-commerce store for consumers. Shortly thereafter we launched a social media campaign through Facebook and Twitter. This campaign is successfully creating a “grassroots” consumer pull-through of our products and is responsible for record web stores sales in 2011.

In October, VP Tim Durant went to China and successfully strengthened our business relationship with our supplier through the establishment of a \$200,000 line of credit. This will allow Cooper Hunting to maintain a continuous flow of inventory to meet the increase in demand from our newly established distribution channels.

Cooper Holding plans to build shareholder value by successfully executing an aggressive sales oriented business plan for 2012. The first step will be to leverage the *Chameleon* brand by introducing several new and innovative products at our distributors' shows. Another important strategy is to prepare the company to become fully reporting and move trading to the Over The Counter Bulletin Board. To achieve faster earnings growth the board will continue to search for compatible and profitable companies that we may acquire.

“Shareholders can expect to see results from our plan within the first quarter. We have already begun attending expos and trade shows. I encourage shareholders to visit use at these shows and see what we're all about. We're looking forward to 2012 being a successful year for COHO.”  
CEO, Dan Cooper

Thank You,

  
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Dan Cooper, CEO