



Subject: Kennametal Inc. Brand Strategy

Valued MSC Customer,

Over the past two years, Kennametal has placed a tremendous amount of focus on realigning our brands and distribution channels that offer those brands to end user customers.

Kennametal Inc. is very pleased that MSC is our lead National distribution partner for the Kennametal brand. In support of MSC and as part of our branding strategy, Kennametal is aggressively investing to build the Kennametal brand portfolio to supplant items that might have been affected by our brand separation.

As part of this brand alignment, MSC will be working very closely with you to ensure a smooth transition to the Kennametal branded product. Kennametal is committed to supporting MSC's efforts to ensure that you receive products that perform at an equal or better level under the Kennametal brand offering.

We fully expect that these products will offer you the same form, fit and function as the Widia Products Group products you purchase today. In areas that the Kennametal brand does not offer an equal or better solution, we are also confident that MSC will continue to support you in leveraging the depth of their entire product offering.

We recognize you have a choice where you buy your tooling and we appreciate and value your business. Both Kennametal and MSC share a commitment to making this transition as smooth as possible. We appreciate your support and loyalty to MSC and the Kennametal family of products.

Sincerely,

Eric Smith

Director Kennametal Brand Distribution, Americas