

A.T. CROSS COMPANY

ONE ALBION ROAD | LINCOLN, RI 02865
401.333.1200 | WWW.CROSS.COM

BRAND PORTFOLIO

CROSS  NATIVE



Stock Symbol:	ATX
52 week range:	1.62 -7.61
Cash + Cash Equivalents:	\$16.4 million
Tangible Book Value/share:	\$3.30
L. T. Debt:	\$20.0 million

2008 HIGHLIGHTS

- Revenue increased 5% to \$160 million
- Cash from operations increased to over \$14 million
- Cash balance improved 45% to \$20 million
- Made strategic acquisition of Native Eyewear

CORPORATE OVERVIEW

A.T. Cross is a company known for its desirable brands, world-class products, global reach, enduring customer relationships, and experienced management.

INVESTMENT MERITS

1. Cross Optical Group provides double-digit growth opportunities with 15% operating margin and highly attractive returns
2. Cross Accessory Division offers iconic global brand and plan to triple operating margin from 2% to 6%
3. Strong cash flow generation with excellent balance sheet (\$16MM cash, and \$20MM long term debt)
4. Company has been successful in identifying and integrating accretive acquisitions
5. Enterprise Value/EBITDA = 6.72 (TTM 10/03/09)

CONDENSED CONSOLIDATED BALANCE SHEET

(in thousands)

October 3, 2009 (unaudited)

ASSETS:

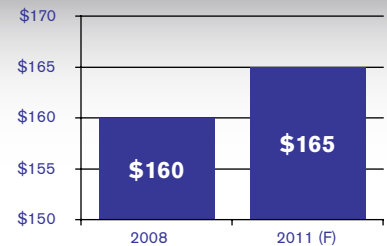
Current assets less cash.....	\$66,306
Cash	16,381
Net property, plant + equipment.....	15,267
Other assets, net	39,262
TOTAL	\$137,216

LIABILITIES + SHAREHOLDERS' EQUITY:

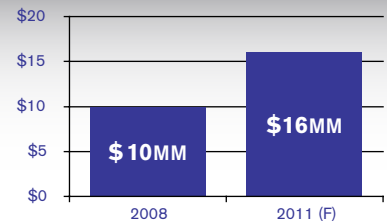
Current liabilities.....	\$21,115
Long-term debt.....	19,721
Other liabilities.....	21,301
Shareholders' equity.....	75,079
TOTAL	\$137,216

A.T. CROSS COMPANY FINANCIAL VISION (for current assets)

2008-2011(F) REVENUE CAGR = 1%

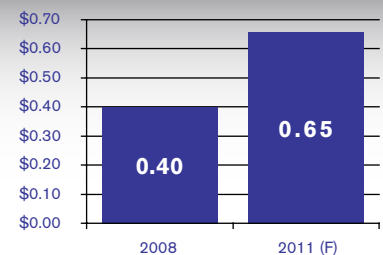


2008-2011(F) OPERATING INCOME CAGR = 17%

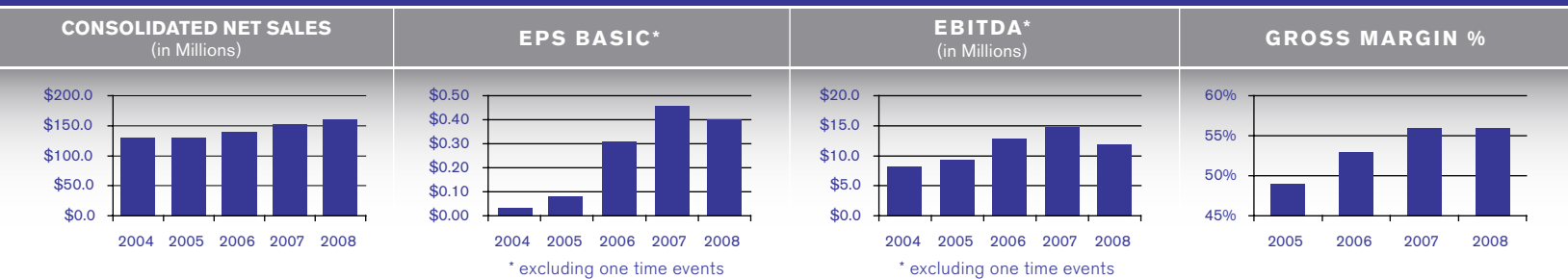


* excluding one time events

2008-2011(F) EPS CAGR = 18%



* excluding one time events



CROSS OPTICAL GROUP	CROSS ACCESSORY DIVISION
<p>The Optical Group consists of two authentic, premium polarized sunglass brands: Costa Del Mar targeted to those who take to the water for adventure and Native built for mountain sports enthusiasts. Our brands are sold to retailers such as Bass Pro, Cabela's and REI. You can check out our brands at costadelmar.com and nativeyewear.com.</p>	<p>The Accessory Division designs, manufactures, and distributes highly recognized quality writing instruments, small leather accessories, reading glasses, jewelry, and stationery products under the iconic Cross brand name. Cross is sold globally through large and small retailers, retail and business gift/promotional distributors, and direct to the consumer through Cross' catalog, website, and Shop-in-Shops. You can view the Cross brand at cross.com.</p>
<p>Optical Group Strategy</p> <ul style="list-style-type: none"> Invest in authentic brands Manage for high growth and attractive returns Develop brands to become dominant within a specific sports optics segment 	<p>Accessory Division Strategy</p> <ul style="list-style-type: none"> Consistently develop this global, iconic, lifestyle brand Manage the Accessory Division for modest revenue growth with aggressive focus on operating margin growth
<p>Optical Group Multiple Avenues of Growth</p> <ul style="list-style-type: none"> Expand Costa Del Mar and Native brands nationally Deeper penetration in existing accounts Develop new product to appeal to a wider demographic Greater penetration of fishing, marine and mountain/outdoor markets Maintain brand independence and authenticity Acquire brands in new sports optics segments 	<p>Accessory Division Growth and Profit Improvement Opportunities</p> <ul style="list-style-type: none"> Leverage global brand identity with extensions into new categories Continue to reinforce brand through point of purchase marketing (120 Shop-in-Shops currently in place) Build direct relationship with consumers through catalog and global e-commerce efforts Develop brand in global emerging markets (India, Middle East, and China) Reduce Accessory Division operating cost base
<p>Optical Group 2008 Highlights</p> <p><u>Costa Del Mar</u></p> <ul style="list-style-type: none"> Grew at a double digit rate and delivered mid-teens operating margin Developed 580 Silver Mirror lens to provide exceptional clarity Launched new on-line training program reaching 4,000 retailer associates Greater sponsorship of fishing tournaments and professional sportsmen significantly increased media exposure Improved levels of customer service from new 50,000 sq. ft. headquarters and distribution center in Daytona Beach, FL <p><u>Native</u></p> <ul style="list-style-type: none"> Acquired by the Optical Group in March 2008 Accretive to 2008 results Moved headquarters to Denver, center of mountain sports activity Launched major new style initiative, introduced in spring 2009 	<p>Accessory Division 2008 Highlights</p> <p><u>Cross</u></p> <ul style="list-style-type: none"> Prior to Q4 2008, the Accessory Division grew between 1% and 6% for 10 consecutive quarters 30% growth in targeted emerging markets such as India, Middle East, and China 7% of revenue from non quality writing instruments product categories (up from 1% in 2005) Eliminated \$4 million in annual costs through restructuring Reduced inventory by \$7 million

SAFE HARBOR STATEMENT

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 including, but not limited to statements related to Cross branded product extensions; the expected growth from emerging markets in the Cross Accessory Division; the continued growth of the Optical Group through expansion and through acquisition; and the expected growth of corporate revenue, operating income, cash flow and EPS. These forward-looking statements are subject to risks and uncertainties, including but not limited to risks associated with the current global financial crisis in many consumer markets; the difficulty in identifying appropriate acquisition candidates; consumer support for strategic initiatives such as expanding the Cross brand outside of quality writing instruments; and the ability of Costa Del Mar and Native to broaden and deepen distribution. The information included in the attached presentation is correct as of October 2009. Please note that the Company has taken no obligation to update this information. Additional discussion of factors that could cause actual results to differ materially from management's expectations is contained in the Company's filings under the Securities Exchange Act of 1934.