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FOR IMMEDIATE RELEASE

BLACKHAWK APPOINTS NEW HYDRASTORM BRAND MANAGER

NORFOLK, VA (November 18, 2004) – BlackHawk® Products Group, the world’s leader in manufacturing and distributing high quality tactical gear for the military and law enforcement, has appointed Bruce Ruddock to the position of brand manager for HydraStorm™ hydration systems. Bruce brings to BlackHawk extensive knowledge and experience in Supply Chain Dynamics and support of and development of strategic customers. Bruce’s experience as an accomplished triathlete in the Ironman competitions and marathons will provide BlackHawk with an in-depth knowledge base in hydration and human performance.

“I have watched BlackHawk Products Group grow over the years and I am very excited to be part of this team.” Bruce commented. “I look forward to using my combined experience in strategic account management and endurance sports to help take HydraStorm and BlackHawk to the next level.

Hydration systems have increasingly been placed in the forefront of required gear for military personnel since the wars in Afghanistan and Iraq, as well as for SWAT teams on long term assignments. Adequate hydration is essential to prevent heat related casualties. As dehydration progresses, performance and decision making capabilities deteriorate and a soldier’s physical capacity to perform becomes compromised. BlackHawk provides a variety of hydration systems to fit the needs of Spec Ops, rescue and tactical personnel, and recreational customers with options such as low profile, cargo capacity, modular attachments, compression molding, quick-ditch harnesses, and wicking capabilities.

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About BlackHawk Products Group

BlackHawk, founded in 1993 by President and CEO Mike Noell, is recognized as the world leader in supplying tactical equipment to the military and law enforcement markets. Mike was trained as a US Navy SEAL and incorporated that experience and discipline in building a company dedicated to designing equipment for the preservation of life under the worst extremes.

BlackHawk Products Group was formed in 2003 to accelerate the pace of introducing new best-in-class products to the performance oriented tactical market through intensive internal R&D initiatives and selective acquisitions. BPG acquired MOD tactical knives in November of 2003. Delta Design Group was acquired in December of 2003 to strengthen and direct the BPG R&D effort. The recently acquired Jungst Scientific further expands on these capabilities. BlackHawk Products Group will make future announcements about other recent acquisitions and strategic alliances to coincide with their formal product launches.

BlackHawk is headquartered in Norfolk, Virginia with offices in Montana, North Carolina, Nevada, Idaho and Germany. For more information regarding BlackHawk or any of its products, call 800-694-5263, or log on to www.blackhawk.com.

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