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FOR IMMEDIATE RELEASE

## **BLACKHAWK INCREASES SKILL SET OF TEAM**

NORFOLK, VA (September 25, 2004) - Mike Noell, President and CEO of BlackHawk Products Group, announced today the expansion of BlackHawk's North American Sales organization. "Our North American sales strategy will be divided into inbound and outbound initiatives. Scott Berube, a seven year veteran at BlackHawk and former SWAT officer, has been chartered to expand Blackhawk's field sales presence as Director of Field Sales," explained Noell. "Scott has been an excellent and passionate spokesperson for BlackHawk. His growing field organization will focus on proactively supporting our dealers to create the demand for all of the BlackHawk brands," stated Noell.

The inbound customer support effort is being directed by Bill Babboni, a newcomer to BlackHawk. Bill is chartered to ensure that our customers have the best experience possible when contacting BlackHawk. "As director of Sales Operations, Bill is responsible for all aspects of inbound customer support and customer service. Bill spent 15 years at Harris Publishing in a variety of roles focused on inbound sales and customer care marketing," commented Tom White, VP of Sales and Marketing.

Mike Noell also announced that Mark Pickett has accepted the role of North American Sales Manager, responsible for BlackHawk's overall North American Sales effort. "Over the past 5 years with Second Chance Body Armor, Mark provided global sales and marketing leadership and doubled the company's revenue while establishing several overseas operations. Earlier in his career at Armor Holdings, he demonstrated industry competence through sales and product management," stated Noell. "Mark brings a unique blend of technical skills and industry experience with a persevering attitude. He graduated from Michigan State University with a Bachelor of Science in Chemical Engineering."

"As BlackHawk continues to experience explosive growth, it is important to us that we address every aspect of our customer's experience throughout the process. This is a very talented and experienced Sales Management Team that will focus on helping our authorized dealers to grow and ensure that our end users have access to the best tactical gear in the industry. This sales structure sets the stage for BlackHawk's upcoming new product introductions and the further expansion of our brand presence," concluded White.

### **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](http://www.blackhawk.com).

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