

BLACKHAWK!®

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FOR IMMEDIATE RELEASE

PRESS RELEASE

BLACKHAWK! Retailer Trade-In Program Increase Sales with BLACKHAWK! Gear

NORFOLK, VA (February 2009) BLACKHAWK! Products Group™, the world leader in tactical gear launched an exciting TRADE-UP program to support their dealer base at the SHOT show in Orlando, Florida this January. This program allows BLACKHAWK! dealers to adjust their retail product mix without the loss of profit margin associated with either close-outs or write-offs. Retailers can TRADE-UP any poorly performing non-BLACKHAWK! gear – apparel, holsters, packs, nylon gear, lights, etc which has become stagnant on their shelves and replace it with fast moving BLACKHAWK! gear of a like category. Trade-up value is offered at 100% of the dealers invested cost of the replaced inventory. Trade-up \$1,000 and receive \$1,000 credit. This is a unique opportunity to grow profits while outfitting their store with the hottest tactical gear on the market.



This special offer from BLACKHAWK! is for a limited time and retailers must be qualified to participate. Contact BLACKHAWK! direct at 800-694-5263 or log on to www.blackhawk.com to sign-up for this trade-in program and start seeing your inventory move and your sales increase.

About BLACKHAWK!®:

BLACKHAWK! Products Group™, founded in 1993 by President and CEO Mike Noell, is a leading US manufacturer of tactical, military, shooting sports and law enforcement equipment. BLACKHAWK! is a global manufacturer of tactical gear, body armor, law enforcement duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools, hunting gear, and recoil reducing stocks. BLACKHAWK! headquarters is in Norfolk, Virginia, with US manufacturing facilities in North Carolina, Montana, and Idaho. For more information on BLACKHAWK! and BLACKHAWK! products, log on to www.BLACKHAWK.com or call 800-694-5263.