

BLACKHAWK!®

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FOR IMMEDIATE RELEASE

PRESS RELEASE

BLACKHAWK! SELECTS ELLETT BROTHERS, LLC AS FULL LINE MASTER DISTRIBUTOR FOR THE OUTDOOR MARKETPLACE

NORFOLK, VA (September 2009) BLACKHAWK! Products Group™, the world leader in tactical gear for the military, law enforcement, industrial security and the outdoor markets is announcing a Master Distributor agreement in the outdoor and shooting sports market with Ellett Brothers, LLC of Chapin, South Carolina.

“BLACKHAWK!’s product offering in the Shooting Sports marketplace continues to expand. Products such as the Knox Recoil Reducing Stocks, Serpa Holsters and Warrior Wear Apparel have seen rapid adoption in this marketplace,” stated Mike Noell, President and Chief Executive Officer of BLACKHAWK!. “Our continued partnership with the senior management staff at Ellett Brothers has made it possible to offer the entire selection of BLACKHAWK! products to Ellett Brothers extensive customer base.”

“Ellett Brothers is very progressive and our two companies have collaborated on several pilot programs over the years that have been focused towards increased product selection and providing better service and pricing for their customers.” stated Bill Moles, Vice President of Sales of BLACKHAWK! “and we are pleased to have their continued support and energy exhibited in embracing the commitments necessary to be a Master Distributor for BLACKHAWK!.

About Ellett Brothers, LLC:

Ellett Brothers, LLC is a nationwide marketer and supplier of outdoor sporting goods product. Founded in 1933, the Company markets and distributes a broad line of products and accessories for hunting and shooting sports, marine, camping, archery, and other outdoor activities. The hallmarks to Ellett Brothers success are the highly trained and motivated sales teams, a broad product selection of over 60,000 SKU's, rapid order fulfillment and unsurpassed purchasing convenience. For more information on Ellett Brothers, LLC log on to www.ellettbrothers.com or call 800-845-3711

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.