

BLACKHAWK!®

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FOR IMMEDIATE RELEASE

PRESS RELEASE

BLACKHAWK! INCREASES REACH INTO THE OUTDOOR MARKETPLACE WITH APPOINTMENT OF RSR GROUP AS FULL LINE MASTER DISTRIBUTOR

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 RSR Group of Winter Park, Florida, one of the leaders in shooting sports merchandise distribution.

“We have seen explosive growth and rapid adoption of BLACKHAWK! products in the outdoor and Shooting Sports marketplace over the past three years,” stated Mike Noell, President and Chief Executive Officer of BLACKHAWK!. The appointment of RSR Group as Master Distributor for our products will significantly increase our reach into this marketplace.”

“As BLACKHAWK!’s first sporting goods distributor, we are pleased to now offer their entire selection of tactical gear to our customers,” stated Christina Fisher, RSR Group Senior Vice President. “Our customers will benefit by having the availability of BLACKHAWK!’s expansive product offering and will realize improved customer service levels.”

RSR Group has been a leader in shooting sports distribution for more than 30 years, and is renowned for its knowledgeable sales staff, personalized service and a reliable distribution network. When you combine this service with access to 100% of the BLACKHAWK! product offering, you have a winning combination for both the retailer and the shooting sports industry.

About RSR Group:

RSR Group, Inc. has been a leader in the shooting sports industry for over 30 years and is committed to the total satisfaction of its customers by providing a well-stocked selection of products at competitive prices. With five sales centers across the U.S. and a distribution center located in Texas, RSR Group is able to provide fast and reliable service. For additional information about RSR Group, Inc. call Alysa George at 407-677-1333 ext. 625 or visit www.RSRGROUP.com.

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.