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Subtle Patriot Debuts New Collection of Conceal Friendly Shooting Sports Cases

Company creating premium shooting sports, golf, work and travel products that honor our nation and support veterans

Henderson, Nevada – Industry veteran, Tom Gocke, whose history includes leading executive positions at brands such as OGIO and Bite Footwear, has launched. Subtle Patriot, a company dedicated to creating best-in-class products for patriots who enjoy shooting sports, golf and travel lifestyles

The collection is designed to carry everything you need when you are engaging in your favorite shooting sports, heading to the first tee, or heading out the door to the gym, work or a road trip.

Each Subtle Patriot offering features a subtle, yet elegant, stars and stripes exterior design that is heat embossed into the fabric itself. Inside, the patriotism becomes more expressive featuring an artistic montage of iconic images chosen to honor our nation's history.

Gocke put his experience and relationships to work offering innovative features designed to maximize protection, organization and versatility for use in multiple environments, all built in factories he's partnered with for a decade or more. A few of these features include:

- One-of-a-kind embossed exterior materials with artistically printed interior materials.
- Custom-crafted, antique silver hardware including zipper pulls, towel rings and rivets.
- Unique pocket closures, placements and carrying systems for easy packing and concealing.
- Double, and often triple, the industry's average fade resistance and durability standard.
- Customizable and replaceable patches with any design you can imagine.

What all this means for the consumer is their Subtle Patriot bag will look better and last longer.

The commitment to best-in-class products is matched only by the company's commitment to supporting military veterans. Whenever a product is sold, a portion of the proceeds is used to financially support the NS2 Serves (www.ns2serves.org) "Boots to Suits" program, a training and employment program created to assist veterans in their transition from military to civilian careers.

"When you grow up in a family with a strong military history, you learn very early it's your duty to honor our nation and support our veterans," commented Subtle Patriot CEO Tom Gocke. "In addition to hiring veterans and working with retailers who support our mission, my goal is to raise as much money as possible to honor those who fought for the privileges we enjoy in this great country."

About Subtle Patriot

Based in Henderson, Nevada, Subtle Patriot offers a complete collection of golf bags, shooting sport carry cases, backpacks, duffels and luggage, each featuring a patriotic design on the exterior and a custom-designed interior fabric highlighting our country's history. Dedicated to giving-back, Subtle Patriot dedicates a portion of all product proceeds to support military veterans, with a focus on the "Boots to Suits" program at NS2 Serves. Subtle Patriot products are available at select retailers and online via www.subtlepatriot.com.

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Covert Rifle Case

The Subtle Patriot hybrid, double, carbine rifle case is designed to carry two primary weapons up to 40" in length and has two additional pistol compartments and storage for other accessories. It comes with three triple-security pouches that combine to hold up to 14 M4 magazines. A foam padded divider separates and protects the two rifles, and foam edge padding protects the barrel and butt if the case is inadvertently dropped. A carry handle and two shoulders that also unbuckle for securing to a vehicle or rack, this case adapts for any environment.

Features:

- Dual Carbine Rifle main compartment with security straps.
- Dual, secure pistol pockets.
- Triple security, external pouches can hold up to 14 M4 magazines
- Gunmetal zippers with custom antique metal zipper pulls
- Replaceable logo patch for quick customization
- Triple option, hybrid carry system

The Collection:

In addition to the Rifle Case, the Subtle Patriot collection includes a pistol planner, hybrid backpack, duffel, man kit, hats, golf carry, stand and travel bags, as well as a collection of hats and other accessories.



Hi-resolution photos available upon request. Contact Linda Dillenbeck – linda@theimagegroupaz.com

Covert Pistol Planner

If it's your decision to legally carry, be "covert". Designed to simulate a daily planner, the Covert Pistol Planner allows you to be prepared at a moment's notice by keeping your protection close at hand without drawing any unnecessary attention. The internal impression foam creates a custom, secure fit for most firearms with a barrel up to 6" in length, plus an extra magazine. Swap out for another size with ease as the impression foam re-sets and re-forms.

Customize your bag by uploading any image, text or logo with no set up fees or minimums at <https://subtlepatriot.com/shop/accessories/custom-patch/>

Features:

- Impressionable foam for custom fitting
- 10"x7" Internal surface area
- Replaceable logo patch for quick customization
- Easy carry spine handle
- Gunmetal zippers with custom, antique silver zipper pulls
- Inconspicuous

The Collection:

In addition to the Rifle Case, the Subtle Patriot collection includes a pistol planner, hybrid backpack, duffel, man kit, hats, golf carry, stand and travel bags, as well as a collection of hats and other accessories.



Freedom To Use As You Choose

Covert Hybrid 22" Cabin Luggage

We call this versatile piece of travel gear our Cabin Bag because at 22 inches, we know it fits in the overhead storage bins with ease. To make your way to the plane we've loaded our Hybrid Cabin bag with plenty of features including a 4-wheel 360-degree rolling system, a quick-access front panel pocket, hard shell, protective electronics pocket and push-button telescoping handle. The bag interior is designed for maximum space with our tri-use separation system, with mesh protected enclosures and an expandable main compartment when you need a little extra room coming home. Whenever your trip lasts less than 5 days, our Hybrid Cabin bag is the perfect way to transport your gear.

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Features:

- 4-wheel 360-degree, hybrid dual use rolling system.
- Hard shell, protective electronics pocket.
- Dual front panel, quick access pocket.
- Plus-one day main compartment expansion system.
- Push button pullout handle with two height options.
- Variable storage tri-use separation system with mesh protected enclosures.
- Expandable main storage pocket (up to 5 travel days)
- Custom designed exterior print
- Custom designed, intensely patriotic interior lining
- MOLLE system to attach aftermarket accessories.
- Replaceable logo patch for quick customization.
- Blank front pocket for optional permanent decoration.
- Easy grab custom top and side handles.
- Custom antique silver rivets, zippers and pullers.



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COVERT HYBRID BACKPACK

We believe our Hybrid backpack is the most versatile backpack ever created. Built to transform with your multiple interests, our backpack features separate compartments for your laptop, tablet, file folders, chargers, pens, coffee, hydration, business cards, passport and reading glasses when you're working. When it's time to hit the road, the center storage area expands to a 3-day overnight luggage compartment, comparable in storage space to a full cabin-sized piece of luggage. When the work week is over, attach your extra tactical gear onto the Molle System and pack your more private items in the padded, hidden "carry" pocket to tackle the outdoors. When your adventure meter hits full, transform it back into the office pack and you'll be ready for the boardroom come Monday morning.

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Features:

- Protective top entry laptop compartment with bounce protection and tablet sleeve
- 3 Individual File Folders
- Hard shell, plush lined sunglass & readers pocket
- Airline ticket and trip receipt quick access pocket with separator
- Front panel organizer panel with 10-way, labeled organizing system
- Padded comfort shoulder straps with adjustable fit, chest stabilizing system
- Adjustable hydration pocket
- Deep cavern, zippered, side entry pocket, adjustable to 2nd hydration pocket
- Enormous, expandable main storage pocket (up to 3 travel days)
- MOLLE system to attach aftermarket tactical accessories
- Dual raised shoulder blade pads for comfort and air flow
- Hidden, padded, "carry" pocket for more private item storage
- Luggage handle pass through system
- Replaceable logo patch for quick customization
- Blank front pocket for optional permanent decoration
- Easy grab. custom top handle



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COVERT DUFFEL

Not all duffels are created equal, especially ours. This adaptable bag was designed with three uses in mind: business travel, gym time and weekend adventures. For travel use, we created a $\frac{3}{4}$ size, front access, vented cave to transition all your dirty laundry into so there's no more stinking up the new stuff with the old. For the gym, the same separation pocket comes in use for work-out clothes or shoes storage. Spin the bag around and find your nutrition storage pocket to keep that blood sugar just right. When Friday comes along, add some tactical gear to the Molle system and head outdoors to reenergize the nature-lover in you. No matter how you use it, you'll appreciate the hidden, padded "carry" pocket, especially designed to secure your more private items without making an impression.

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Features:

- Replaceable logo patch for quick customization
- Hidden, padded "carry" pocket
- Custom made materials throughout
- 4 anti-slip footpads for bottom protection
- Antique silver hardware, rings and clips
- $\frac{3}{4}$ sized, vented "dirty laundry" or shoe cave
- Easy grab custom top handle
- Detachable shoulder strap



To view the entire Subtle Patriot collection, visit: www.subtlepatriot.com

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