

PRESS RELEASE

For Immediate Release

The Allen Company Unveils a New Addition to the Successful Gear Fit® Line-Up: Introducing Gear Fit Pursuit™

Activity-based gun cases and slings designed by hunters for hunters

Broomfield, CO – January 17, 2017. The Allen Company is announcing an expansion to its popular Gear Fit® product line: Gear Fit Pursuit™, a family of purpose-driven products designed around popular hunting activities. This revolutionary line of gun cases and gun slings allow hunters to bring along the necessary gear for their favorite activity in well-designed pockets and organizers. The Gear Fit Pursuit™ line includes three of the most popular sports today: turkey hunting, whitetail deer hunting, and waterfowl hunting. No matter the species, *the Pursuit of Hunting Adventure Awaits* with this exciting new line of products.

Shocker™ for Turkey Hunting

For turkey hunters, the patent pending Gear Fit Pursuit™ Shocker™ Shotgun Case will not only fit up to a 52" shotgun, but it includes a removable tape for measuring spurs and the beard, plus storage for choke tubes, mouth, box, slate calls, strikers, and more. Paired with the Allen® brand's dependable and well-known high quality case design, the hunter will be able to protect and organize his or her gear in one location included with the firearm to keep everything together and in one spot. The matching Hypa-Lite™ Shocker™ Turkey Sling with Swivels is an ultra-light and durable shotgun sling that has a compartment for mouth calls and spare shell loops at the hunter's fingertips. Both the gun case and the sling feature Mossy Oak Obsession®, the official camo of the National Wild Turkey Federation.

Punisher™ for Waterfowl Hunting

The Gear Fit Pursuit™ Punisher™ Shotgun Case is a patent pending case designed to meet the needs of waterfowl hunters. This 52" shotgun case features waterfowl-specific pockets designed to hold calls, lanyards, choke tubes, dog training gear, as well as providing weatherproof storage and general field gear pockets. The Allen® brand's commitment to keeping firearms protected while transporting continues with heavy-duty dual-density foam protection in a lockable case. The corresponding Hypa-Lite™ Punisher™ Sling features a spare call storage pocket and handy spare shell loops, plus 300+ pound rated swivels. The Punisher™ products come in Realtree MAX-5® camo to blend into fields and marshes.

Bruiser™ for Deer Hunting

For whitetail hunters, Allen® also offers the Gear Fit Pursuit™ Bruiser™ Rifle Case, which fits rifles up to 48" in length. This patent pending case allows the hunter to bring field gear, like binoculars and calls, scents and cover spray, and more. As Allen® users have come to expect, this high-quality case also features ultimate protection in a heavy-duty dual-density foam padding and a rugged Endura fabric shell. When the hunter is ready to head afield, the Hypa-Lite™ Bruiser™ sling is both lightweight and durable. Additionally, this high quality sling includes a pocket for a windicator bottle or grunt call and swivels tested to over 300 pounds.

About The Allen Company

The Allen Company was founded in 1970 and is a leading provider of hunting, shooting, tactical, archery, and fishing products and accessories, including the Allen® and Allen Tactical™ brands. Headquartered in Broomfield, CO, The Allen Company is a proud manufacturer of many Made in the USA products, with manufacturing and distribution facilities in multiple states and around the world.

For more information about The Allen Company, visit us at www.byAllen.com or call (800)876-8600.
Media contact: Allison Jarrett (720)390-6785 or allison.jarrett@allencompany.net.

GUN CASES & SLINGS:

PROTECTION BY THE
INDUSTRY LEADER

YOU'RE A HUNTER WHO KNOWS EXACTLY WHAT HE WANTS: WHITETAIL, TURKEY, AND WATERFOWL. AND SEASON AWAITS WITH ALLEN'S GEARFIT PURSUIT LINE OF GUN CASES WHICH ARE PURPOSE-DRIVEN AND DESIGNED SO YOU CAN BRING EXACTLY THE GEAR YOU NEED WITH YOU DEPENDING ON WHAT YOU'RE HUNTING. NO MORE ONE-SIZE-FITS-ALL-SPECIES GUN CASES THAT FORCE YOU TO JAM THINGS INTO POCKETS THAT AREN'T QUITE RIGHT. HAND-IN-HAND WITH THE GUN CASES ARE THE GEARFIT PURSUIT GUN SLINGS. THESE SLINGS ARE NOT ONLY LIGHTWEIGHT AND DURABLE, BUT THEY ARE CAREFULLY CRAFTED TO ENHANCE YOUR HUNT. YOUR PURSUIT OF HUNTING ADVENTURE AWAITS.



NEW

HYPA-LITE™ SHOCKER™ TURKEY SLING W/ SWIVELS

Ultra durable and lightweight hypalon construction ♦ Molded low density foam with non-slip textured backing ♦ Covered mouth call storage pocket ♦ Spare shell loops ♦ Adjustable ladder lock buckle ♦ Swivels tested to over 300 pounds

MO Obsession NWTf
8686 ♦ 6 PK ♦ 026509021841



NEW

HYPA-LITE™ PUNISHER™ SLING W/ SWIVELS

Ultra durable and lightweight hypalon construction ♦ Molded low density foam with non-slip textured backing ♦ Spare call storage pocket ♦ Spare shell loops ♦ Adjustable ladder lock buckle ♦ D-rings to attach accessories ♦ Swivels tested to over 300 pounds

RT Max-5
8687 ♦ 6 PK ♦ 026509022374



NEW

HYPA-LITE™ BRUISER™ SLING W/ SWIVELS

Ultra durable and lightweight hypalon construction ♦ Molded low density foam with non-slip textured backing ♦ Stretch mesh pocket for windicator bottle or grunt call ♦ Small neoprene pocket for lens cleaning cloth or other small accessory ♦ Adjustable ladder lock buckle ♦ D-rings to attach accessories ♦ Swivels tested to over 300 pounds

MO BU Country
8688 ♦ 6 PK ♦ 026509022381

Allen Company ♦ since 1970

GEARFIT PURSUIT

GEAR FIT™ PURSUIT™ GUN CASES PROVIDE SPECIFIC, PURPOSE-DRIVEN STORAGE SOLUTIONS FOR THAT UNIQUE GEAR YOU TAKE AFIELD DURING ALL SEASONS. YOUR PURSUIT OF HUNTING ADVENTURE AWAITS.



NEW

GEAR FIT™ PURSUIT™ SHOCKER™ SHOTGUN CASE: 52IN

Heavy-duty dual-density foam for ultimate protection

♦ Lockable ♦ Easy clean liner

MO Obsession NWTf, INTERNAL Size: 52in x 9.5in
954-52 ♦ 4PK ♦ 026509020417

TURKEY SPECIFIC POCKETS

1. CHOKE TUBE STORAGE
2. MOUTH CALL STORAGE
3. BOX CALL STORAGE
4. STRIKER STORAGE
5. SLATE CALL STORAGE
6. REMOVABLE TAPE FOR MEASURING SPURS AND BEARD



NEW

GEAR FIT™ PURSUIT™ PUNISHER™ SHOTGUN CASE: 52IN

Heavy-duty dual-density foam for ultimate protection

♦ Lockable ♦ Easy clean liner

RT Max-5, INTERNAL Size: 52in x 8in
948-52 ♦ 4PK ♦ 026509020387

WATERFOWL SPECIFIC POCKETS

1. CALL STORAGE
2. LANYARD STORAGE
3. FIELD GEAR STORAGE
4. CHOKE TUBE STORAGE
5. DOG TRAINING GEAR STORAGE
6. WEATHERPROOF STORAGE



NEW

GEAR FIT™ PURSUIT™ BRUISER™ RIFLE CASE: 48IN

Heavy-duty dual-density foam for ultimate protection

♦ Lockable ♦ Easy clean liner

MO BU Country, INTERNAL Size: 48in x 10in
945-48 ♦ 4PK ♦ 026509020424

DEER SPECIFIC POCKETS

1. FIELD GEAR STORAGE
2. SCENT/COVER SPRAY STORAGE
3. CALLS AND HUNTING ACCESSORIES STORAGE

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