

Wednesday, January 12, 2015



For Immediate Release

Team Never Quit LLC™, Marcus Luttrell, launches premium line of tactical ammunition products!

WALLER, Texas- (January XX, 2015) **Marcus Luttrell**, retired Navy SEAL and *New York Times* best-selling author of *Lone Survivor*, is launching a full tactical line of ammunition products under brand name **Team Never Quit** at **SHOT show 2015**, which will be held in **Las Vegas, Nev.** from **January 20-23..** The manufacturing process and roll-out to the market will be driven by **Snake River Shooting Products and Consulting Inc.** in partnership with **PNW Arms LLC** and **Sinterfire Inc.**

Team Never Quit™ is about premium quality products the customer can count on every time. Luttrell and his team play a key role in the production process, personally firing rounds out of each LOT of ammunition to evaluate overall quality and accuracy of the products. The ammunition line leverages Luttrell's operational elite military experience to focus on a tactical array of products built for match grade performance, self-defense, and the absolute best in serious training.

The line will feature 100-percent US-made premium rifle loads in key calibers such as 5.56/.223, 7.62x51/.308, .300 Blackout, .338 Lapua Mag, and .50 cal; premium self-defense pistol loads in 9mm, .40 S&W, 10mm, and .45 Auto, as well as a full line of training ammunition focused on dynamic target engagement, of frangible hollow point, frangible GREEN, and standard training options in the most common calibers. Plans are already in motion to expand the line even further in 2015. Learn more about the TNQ brand at <http://www.marcusluttrell.com>

Marcus Luttrell personifies the Navy SEAL ethos, "I will never quit. My nation expects me to be physically harder and mentally stronger than my enemies. If knocked down I will get back up, every time. I will draw on every remaining ounce of strength to protect my teammates and to accomplish our mission. I am never out of the fight." The TNQ brand of ammunition embodies this passion and attitude.

"Our mission is to provide a line of products that functions and fires every single time, and ensures the best possible performance and training for serious shooters," added Luttrell.

A percentage of the proceeds of every box of ammunition sold will be provided to the Lone Survivor Foundation. The Lone Survivor Foundation restores, empowers, and renews hope for our wounded service members and their families through health, wellness, and therapeutic support. See more at <http://www.lonesurvivorfoundation.org>.

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Snake River Shooting Products and Consulting Inc (SRSP), <http://www.snakerivershootingproducts.com>, is working hand-in-hand with TNQ to lead the charge on driving the brand to the market ensuring the quality and performance is unmatched and leading edge.

"It is our full expectation to provide technology and performance that surpasses anything on the market today, and we could not be more honored than to be working with Marcus Luttrell and his team to bring his vision to life in the world of ammunition" stated Casey Betzold, president of SRSP. "When you work with people who have sacrificed so much for this great country and have the real world experience well beyond that of the everyday shooter, and combine that with the manufacturing and performance record of companies like PNW Arms and Sinterfire, the results are unsurpassed."

All of the TNQ products can be ordered by contacting SRSP at sales@snakerivershootingproducts.com.

About Team Never Quit, LLC and the Lone Survivor Foundation

"Team Never Quit focuses on courage, perseverance, faith and hope. Team members personify strength of character, endurance and the resonating message of overcoming challenges. Team Never Quit is about succeeding even when the odds are insurmountable. Never stop, never give up, keep on fighting even as life throws you challenges, Team Never Quit." .

About Marcus Luttrell and Operation Redwing

Marcus Luttrell is the only surviving SEAL member from Operation Redwing. Luttrell's #1 New York Times best-seller, Lone Survivor tells the harrowing story of four Navy SEALs who journeyed into the mountainous border of Afghanistan and Pakistan. His account was portrayed by Mark Wahlberg in the 2013 major motion picture, Lone Survivor

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