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**Ares Armor CEO Partners with Defense Industry Veterans to
Launch Industry Armament™**

*New Company to Specialize in Weapon Systems and Tactical Gear for the Military,
Law Enforcement and Civilian Markets*

OCEANSIDE, Calif. – December 4, 2015 – Ares Armor CEO Bryce Stirlen has partnered with defense industry veterans Jason Maddox and Thomas Alexander to form Industry Armament, a new company that will develop technologically advanced weapon systems and tactical gear for the military and law enforcement markets. The company today unveiled its brand identity with a new logo, web site, social media properties and tagline, *Trusted From the Home Front to the Battlefield™*. The tagline encompasses Industry Armament's vision to provide premium weapon systems for our nation's warfighters, which will be adapted into commercial rifle and pistol platforms for civilian firearms enthusiasts.

Industry Armament has made significant investments towards in-house research, development, engineering and manufacturing. With these capabilities, the company is well positioned to offer domestic and global clients a competitive portfolio of feature-rich weapon systems and tactical gear. For its initial branded product line, Industry Armament is focusing on proprietary AR rifle technologies and will manufacture its products exclusively in the USA with the input and expertise of combat veterans.

Managing Partner Jason Maddox will oversee U.S sales and business development, including government products for the U.S. Dept. of Defense and federal, state and local law enforcement agencies. Mr. Maddox brings over a decade of defense industry experience to the company, including roles as CEO of Maddox Defense and Managing Partner of Apollo 3 Energy. He also previously served in leadership capacities for some of the top special operations equipment prime vendors, including ADS, Inc. and Mar-vel International. With his expertise in developing and providing tactical products and technologies to military and government clients, Mr. Maddox is ideally positioned to carve out a new market space for Industry Armament.

Thomas Alexander, Vice President of International Sales, served 10 years in the United States Marine Corps Force Reconnaissance special operations unit. After spending several years in government contracting, he joined Desert Tech as Director of International Military Sales, focusing on business development with foreign militaries. Mr. Alexander also served as CEO of Desert Tech's Training Center, a comprehensive 25,000-acre training facility. He brings critical real-world expertise to Industry Armament's product design, ensuring tactical advantages for military and police forces. Mr. Alexander will focus on building Industry Armament's presence in Europe, the Middle East, Africa and the Asia-Pacific region.

“Industry Armament was founded to pursue the highly meaningful mission of strengthening and protecting our military forces, law enforcement and the global community,” said Bryce Stirlen, president and CEO, Industry Armament. “The weapon systems we have in development represent a new era of technological innovation and performance for the warfighter, and will also be adapted for the civilian firearms enthusiast. Ares Armor will remain a separate entity that is committed to the Second Amendment and the civilian customer base that has contributed so greatly to our success. Whether it’s a tool for home defense or shooting sports, we will continue providing high quality components to those who take pride in the craftsmanship of custom-built firearms.”

Ares Armor is currently undergoing a significant corporate restructuring and brand realignment that will better position the company to serve its legacy customer base. The restructuring will refocus resources and simplify business processes to support Ares Armor’s core firearms components business and yield improved efficiencies in customer service. The restructuring is expected to be complete in the first quarter of 2016.

Industry Armament will be debuting its new products at booth #818 at SHOT Show 2016, taking place January 19-22 at the Sands Expo Center in Las Vegas. For more information, please visit www.industryarmament.com.

About Industry Armament

Industry Armament is committed to advancing the art and science of weapon systems and tactical gear to give our customers the winning edge – whether their missions are on the beat or on the battlefield. From technologically advanced rifle and pistol platforms to handcrafted nylon tactical gear, Industry Armament’s products are designed for the toughest missions in the military, law enforcement and civilian markets, and proudly made in the USA. For more information, please visit www.industryarmament.com.

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