



**NEWS RELEASE
FOR IMMEDIATE RELEASE**



Koola Buck Acquires Viper Archery Products

BROOKVILLE, Pa. (Jan. 7, 2018) — Koola Buck, an industry leader in state-of-the-art meat-processing products and the inventor of the Koola Buck portable refrigeration system, announced today that it has purchased privately owned Viper Archery Products of South Point, Ohio. This acquisition adds a number of U.S.-made archery products to the Koola Buck portfolio. Products acquired through this transaction and marketed under the Viper Archery Product name include Driver Series sights and scopes, Venom sights, SX Hunter and Viper stabilizers. The terms of the sale were not disclosed.

For the past 17 years, Viper Archery Products has been a well-known name in the archery industry for offering premium-performance products in a wide variety of categories. The company manufactures and assembles all of its products in the U.S. Line additions for 2019 currently planned will include broadheads, drop-away arrow rests, quivers and releases.

“Today’s announcement represents a tremendous opportunity to advance and grow the Viper Archery Products company, develop and introduce powerful new products, and bring the company to the forefront of the archery market once again,” said Brad Lockwood, president and owner. “We are committed to offering the best new and innovative products tailored to meet the specific needs of our customers. This is all backed by our exceptional customer service, excellent distribution channels and tremendous sales and marketing support.”

The company will be automatic to the Koola Buck brand and operations, and it will remain in its South Point headquarters. Rick Clark, founder of the company, will stay on to oversee the manufacturing, while Brad Lockwood will take on the roles of president and brand manager for the company.

A new website for Viper Archery Products will be completed by ATA 2019. Be sure to visit Viper Archery Products at ATA booth #1743.

Headquartered in Brookville, Pa., Koola Buck is a leading designer and manufacturer of portable refrigeration systems, meat hooks, anti-microbial game bags, game-processing videos and the new Hide Ripper deer-skinning machine. For additional information on Koola Buck and its full line of products write to: Koola Buck, 494 Service Center Rd., Brookville, PA 15825; call (814) 849-9695; or visit www.koolabuck.com.

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* High-resolution images are available on the HOC website at hunteroc.com/2019/Viper_Archery_PR1.html or upon request by contacting Karen Lutto at Karen@hunteroc.com.