



MSR Distribution Company

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FOR IMMEDIATE RELEASE

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MSR Distribution Announces SHOT Show 2026 Dealer Programs Featuring Arsenal and FIME

MSR Distribution announced today exclusive dealer-only programs in conjunction with SHOT Show 2026, offering limited-time specials across select Arsenal and FIME products. These programs are available only to brick-and-mortar retailers attending SHOT Show and are part of MSR Distribution's continued commitment to supporting physical retail partners.

SHOT Show 2026 Dealer Programs

Dealers attending SHOT Show 2026 can take advantage of substantial savings and incentives designed to maximize inventory value during the industry's largest trade event. Programs administered by MSR Distribution include:

- **Up to 25% off** select Arsenal and FIME firearms
- **Up to \$500 in rebate credits** applicable toward special show-only items

These offers are available exclusively during SHOT Show 2026 and only through MSR Distribution.

Premium Product Lines Featured

The SHOT Show 2026 programs feature Arsenal's premium milled-receiver firearms, known for precision manufacturing, durability, and professional-grade fit and finish, along with select FIME firearms. In addition, qualifying programs include select parts and accessories, including products from the Eternity Case line, providing dealers with expanded merchandising opportunities.

Supporting Brick-and-Mortar Retail

These SHOT Show programs are designed specifically to support brick-and-mortar dealers by delivering meaningful, dealer-focused incentives that help drive in-store sales and maintain a fair, competitive marketplace. MSR Distribution continues to work closely with its manufacturing partners to ensure SHOT Show programs directly benefit physical retail locations.

Availability & Participation

SHOT Show 2026 dealer programs are available to eligible brick-and-mortar retailers attending the show. Dealers are encouraged to meet with MSR Distribution during SHOT Show for full

program details, qualifying products, and ordering information. All offers are subject to availability and program terms.

About MSR Distribution

MSR Distribution is a trusted wholesale distributor serving the firearms industry, providing authorized dealers with access to leading brands, competitive programs, and dedicated sales and logistical support. MSR Distribution is committed to strengthening dealer partnerships and supporting the long-term success of brick-and-mortar retail.

Dealer and Media Contact:

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About Arsenal, Inc.

Arsenal Inc. is the exclusive U.S. manufacturer and importer of premium semi-auto sporting rifles and tactical accessories, combining Eastern European craftsmanship with modern manufacturing. Arsenal is recognized for uncompromising quality, durability, and performance.

Media Contact:

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