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# AmmoReady Unveils Superstore at SHOT Show — A Retailer-First Marketplace That Delivers Buyers Without Listings

Las Vegas, NV — SHOT Show — AmmoReady Superstore is making its debut at SHOT Show, introducing a new retailer-first marketplace model that brings ready-to-buy customers to licensed firearms retailers — without listings, auctions, or pay-to-play visibility.

Built by AmmoReady, Superstore eliminates the traditional marketplace burden placed on retailers. Buyers shop on the Superstore, but when a purchase is made, the order is routed directly to a participating retailer to process and fulfill using their existing AmmoReady workflow.

“Retailers want demand — not more work,” said Lindsey Karlson, CEO of AmmoReady. “Superstore flips the marketplace model. We bring the buyer. Retailers process the sale.”

## What Makes AmmoReady Superstore Different

AmmoReady Superstore is a **Buy Now marketplace**, not an auction platform.

Retailers:

- Do **not** create listings
- Do **not** upload photos or manage marketplace marketing
- Do **not** pay setup or monthly fees
- Only engage when a confirmed sale is routed to them

Fees are assessed **only on completed transactions** and are capped, giving retailers predictable, transparent costs per sale.

## Built for Compliance. Designed for Scale.

Superstore is powered by the AmmoReady ecommerce platform, already trusted by hundreds of firearms retailers nationwide. Orders appear directly in the retailer’s AmmoReady Orders dashboard, allowing them to fulfill sales exactly as they do today — with compliance and control intact.

For buyers, Superstore delivers a simplified, Buy Now shopping experience backed by licensed, established retailers — not individual sellers.

## See It Live at SHOT Show — Booth #30712

AmmoReady Superstore is now onboarding retailers ahead of a broader consumer rollout. Attendees can see a live demo, request dealer access, and learn how Superstore routes ready-to-buy demand directly to retailers.

AmmoReady's technology is designed to help firearms retailers grow online sales while maintaining compliance, pricing integrity, and control over customer relationships. At SHOT Show, the company will highlight how its dealer-first platform streamlines ecommerce operations and improves conversion without adding operational complexity.

For more information, email [sales@ammoready.com](mailto:sales@ammoready.com) or stop by **Booth #70312** at SHOT Show 2026.