



For immediate release

GunBroker.com Hosts NSSF SHOT Show Auction to Benefit Youth Shooting Sports Alliance

GunBroker.com has launched a special National Shooting Sports Foundation SHOT Show charity auction to benefit the Youth Shooting Sports Alliance, with all proceeds supporting youth shooting sports programs across the country.

Bidding is open now and runs through Sunday, Jan. 25, with a wide range of firearms, gear and shooting sports items available exclusively on GunBroker.com. The auction is part of a broader effort by the firearms industry to invest in the future of shooting sports by supporting safe, structured and educational opportunities for young shooters.

The firearms and other items include custom engraved knives and firearms from Baron Engraving, special edition firearms and custom firearms from a variety of generous donors. You can see the whole collection at GunBroker.com or stop by booth No. VL292 out in the main concourse during the SHOT Show.

The Youth Shooting Sports Alliance works to grow participation in youth shooting programs while promoting firearm safety, marksmanship and responsible ownership. Funds raised through this charity auction directly support those efforts, helping provide resources, training and opportunities for the next generation of shooters.

“This auction is a great example of the firearms community coming together to support youth participation in the shooting sports,” said Allen Forkner, vice president of PR and Brand Management for GunBroker.com. “Every bid helps fund programs that teach safety, discipline and respect for the shooting sports.”

The auction is live now and open to the public. Interested bidders can view all items and place bids at <https://www.gunbroker.com/s/npfo/yssa/>.

About GunBroker

GunBroker is the largest online marketplace dedicated to firearms, hunting, shooting and related products. Third-party sellers list items on the site and Federal and state laws govern the sale of firearms and other restricted items. Ownership policies and regulations are followed using licensed firearms dealers as transfer agents. Launched in 1999, GunBroker.com is an informative, secure and safe way to buy and sell firearms, ammunition, shooting accessories and



outdoor gear online. GunBroker promotes responsible ownership of guns and firearms. For more information, visit: www.gunbroker.com.

About the Youth Shooting Sports Alliance

The [Youth Shooting Sports Alliance](#) supports youth-focused shooting sports organizations through funding, advocacy and education, with a mission to grow participation while promoting safety and responsibility.

About Outdoor Holding Company

(formerly AMMO Inc.)

Outdoor Holding Company (NASDAQ: POWW) is the parent company of Outdoors Online, LLC, operator of GunBroker.com, the nation's leading online marketplace for firearms and outdoor gear. Our technology-driven platform connects buyers and sellers through a secure, scalable and compliant digital ecosystem. With a focused strategy on marketplace innovation and long-term growth, Outdoor Holding Company is redefining how enthusiasts engage in outdoor and sporting commerce. For more information, visit www.outdoorholding.com.

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