

NEWS

Date: October 2012

Contact: Mike Capps – Howard Communications, Inc.

(573) 898-3422 / mcapps@howardcommunications.com

Paul Arnhold – Bushnell Outdoor Products (913) 752-6105 / parnhold@bushnell.com

Nothing is as Swift and Natural as the Uncle Mike's Reflex Holster, Guaranteed

Overland Park, Kan. — <u>Uncle Mike's</u>, a leading provider of shooting accessories for more than 60 years, has announced a new <u>100% Money Back Guarantee</u> program on its <u>Reflex Holster</u>. Featuring the exclusive Integrated Retention Technology from Uncle Mike's, the Reflex Holster provides concealed carry permit holders and competitive shooters with a reliable, easy to use dual-retention holster.

With an inherent belief that consumers should make the final call on product performance, Uncle Mike's has introduced the satisfaction guarantee on its entire line of Reflex holsters. If, for any reason, the consumer is not completely satisfied with the Uncle Mike's Reflex Holster, it can be returned with no questions asked for a full refund of the purchase price.

The Uncle Mike's Reflex Holster Money Back Guarantee is valid in the United States on holsters purchased from U.S. retailers. To be eligible for the guarantee, the Reflex Holster must be purchased between October 1, 2012, and December 31, 2013, and returned within one year of the original date of purchase. To learn more about the Uncle Mike's 100% Money Back Guarantee, visit www.unclemikes.com/reflex/.

For more information about the Reflex Holster and the complete line of Uncle Mike's shooting accessories, visit www.unclemikes.com or call 1-800-423-3537.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the <u>Bushnell®</u>, <u>Butler Creek®</u>, <u>Final Approach®</u>, <u>Hoppe's®</u>, <u>Millett®</u>, <u>Night Optics</u>, <u>Primos</u>, <u>Simmons®</u>, <u>Stoney Point®</u>, <u>Tasco®</u>, <u>Uncle Mike's®</u>, <u>Uncle Mike's Law Enforcement</u>®, and the following eyewear brands: <u>Bollé®</u>, <u>Cébé®</u> and <u>Serengeti®</u>. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.