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Drake Waterfowl Named Official Apparel Sponsor of Primos TRUTH About Hunting

FLORA, Mississippi – September 9, 2019 – Primos Hunting, a leading innovator of game calls and hunting accessories, announced today that Drake Waterfowl, Non-Typical Whitetail and Ol' Tom are now the official clothing sponsors for Primos' award-winning TRUTH About Hunting television show, which airs on the Outdoor Channel.

There's something special about Mississippi and its ability to grow roots and connections in the national outdoor industry. Both Primos Hunting of Flora, Mississippi and Drake Waterfowl of Olive Branch, Mississippi were founded in the Magnolia State by hunters driven through shared passions. It's no small wonder that their paths have brought them together.

"The first thing we started talking about in initial meetings is why this didn't happen sooner. It's such a logical partnership," said founder of Primos Hunting Will Primos. "Both of our companies were founded on a passion for making better products which ultimately make hunters more successful in the field."

Drake Waterfowl was founded by Tate Wood and Bobby Windham Jr. in 2001 and experienced growth from day one. Their targeted approach of supplying purpose driven products helped to fuel the brand and served as the catalyst for their Non-Typical and Old Tom lines of apparel for the deer and turkey hunting markets.

"We were looking for ways to improve what was out there and identify what was completely missing," explained Wood, "It turns out there was a lot, and we've worked hard ever since to fill that void."

"Primos was a perfect partner for us, as they hunt everything we make gear for, deer, ducks, turkeys, elk, you name it. They are regular guys who love hunting just like us. That's important, because at the end of the day that's the kind of people we want representing our brands," said Windham.

"I'm extremely critical of every piece of gear I bring into the woods, or the duck blind, because one small detail could mean the difference between success and failure," said Will Primos, "I've seen the passion and attention to detail shown by Drake, and I can trust it during the moment of truth."

"Prior to the partnership, we have all been wearing Drake gear for years, and they make a lot of pieces that are nearly impossible to beat. During the Spring, we had the opportunity to use Ol' Tom Apparel, and we amazed at the comfort and functionality of it," said Jimmy Primos.

Primos TRUTH About Hunting will be featuring apparel from Drake, Non-Typical and Ol' Tom throughout the coming season. The two companies will also explore potential collaborations on future products.

Primos TRUTH About Hunting returns for its 19th season as an Outdoor Channel fan favorite. Viewers will join Will Primos, Jimmy Primos, Brad Farris and friends as they chase turkey, elk, deer, waterfowl and predators from hunting camps in Mississippi, Louisiana and Arkansas, to points all over North America. The show airs Tuesdays at 7:00 p.m. EST on the Outdoor Channel.

For information about Primos TRUTH About Hunting, click on the link below:
<https://www.primos.com/Watch/On-Air/The-Truth-About-Hunting>

For information about Drake Waterfowl, Non - Typical Whitetail and Old Tom, visit:
<https://www.drakewaterfowl.com>

About Drake Waterfowl

Drake Waterfowl, Non-Typical, Old Tom and Drake Performance Fishing Apparel are industry leading brands, creating purpose driven apparel systems for outdoorsman, no matter the pursuit. After you're done in the field or on the water, the Drake Brands offer a full line of casual apparel. For news and information, visit www.drakewaterfowl.com or follow us on Instagram at <https://www.instagram.com/drakewaterfowl/> and Facebook at www.facebook.com/drakewaterfowl. Drake Waterfowl Systems on YouTube at <https://www.youtube.com/channel/UCzkT54pDPxkWTS-U5zbiZlw>

About Primos Hunting

Primos Hunting, a Vista Outdoor brand, manufactures calls for elk, deer, turkey, predator and waterfowl as well as blinds, shooting accessories, game cameras, attractants and supplements, clothes and other hunting accessories. Primos also produces the ever-popular video series "The TRUTH" and the television show "Primos' TRUTH About Hunting." For news and information, visit www.primos.com or follow us on Instagram at https://www.instagram.com/primos_hunting/ and Facebook at <https://www.facebook.com/primoshunting/>. Stream the Language on YouTube at www.youtube.com/user/PrimosHuntingVideo.

