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Primos to Release New Hunting Products at 2020 SHOT Show

Hunting Decoys, Calls and Blinds to Headline Key New Products for 2020

FLORA, Mississippi – January 16, 2020 – Primos Hunting, a pioneer in game calls and hunting accessories, will showcase multiple new products along with extensions to the brand's popular lines of decoys, game calls and hunting blinds during the 2020 SHOT Show (Booth No 14551), January 21-24 at the Sands Expo Center in Las Vegas, Nevada.

Known for bringing to market innovative products that improve the hunting experience, Primos continues this longstanding tradition with over a dozen new products set to debut in 2020. From ground blinds to new box calls, Primos continues to give hunters a decisive advantage when heading into the field.

“Like many of our innovations at Primos, our focus remains on helping to improve the success rates of hunters at all experience levels,” said Ben Brettingen, Brand Manager for Primos Hunting. “With several of our new products, we saw an opportunity to improve the tools available to hunters so that they could focus on what matters most to them – the hunt.”

New for 2020 product launch highlights include:

Primos Photoform Jake and Hen Decoys – The most realistic decoys on the market! Utilizing a proprietary process that allows an actual image of a turkey to be printed on a 3D modeled lightweight foam, the new Photoform Decoys are the next evolution in turkey hunting. Light enough to be carried around all day, the new decoys can be quickly setup to simulate the most realistic environment possible.

Smokescreen Ground Blind – Utilizing one-way see-through technology that allows hunters to see out while not allowing game to see in, the Smokescreen provides 270° viewing capability. With 7 shoot-through ports and 3 viewing windows, no game animal

will go unnoticed. The new blind offers maximum room for up to 3 people to sit comfortably while remaining undetected.

Primos HideSight Ground Blind – Featuring Primos Ground Swat camouflage, these blinds disappear into any terrain you put them in. The top edge of the blind is lined with Brush Deception™ holders to hold in sticks, branches, and leaves, giving hunters the ability to use natural elements to keep them better concealed.

Foggy Bottom Box Call – This new double-sided box call gives hunters the ability to sound like two different hens. Great for yelps, cuts, clucks and even purrs, the Foggy Bottom Box call is a new extension to the popular series of Foggy Bottom Pot calls and snuff tubes. The new Foggy Bottom Box Call is standard in Mossy Oak Original Bottomland Camouflage.

Rivers Pot Call – Crafted from the most exotic wood, detailed with intricate engraving and finished with a premium glass surface, the Rivers Cut finds its home in the woods or on the mantle. Originally designed for Wilbur Rivers Primos, The Rivers Cut proudly bears his name, and creates a sound only carefully selected hardwoods can produce.

3-N-1 Locator Call – The shrill cries of peacocks, pileated wood peckers, and coyotes are well known for driving gobblers crazy and this new 3-N-1 Locator can produce them all. Give yourself that extra advantage this spring as gobblers won't be able to resist giving away their location.

These new products, plus many more, will be on display at Booth No 14551. For more information on the complete line of Primos products, visit www.primos.com.

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.

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