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## **Primos Earns Five Readers' Choice Gold Awards from Grand View Outdoors**

*Bowhunting World and Predator Xtreme Magazine Give Primos Five Gold Awards*

**FLORA, Mississippi – February 10, 2020** – Primos Hunting, a pioneer in game calls and hunting accessories, announced today that the readers of *Bowhunting World* and *Predator Xtreme* magazine voted Primos as the Gold Award winner in five categories as part of the publisher's 2019 Readers' Choice Awards. From *Bowhunting World*, Primos received the top votes in the Deer Call, Elk Call and Turkey Call categories while readers of *Predator Xtreme* named Primos the overall winner in the Mouth Call and Shooting Sticks categories.

"To be able to win one Readers' Choice Award is a great achievement, and winning five awards, in the same year, is really an honor," said Will Primos, Founder of Primos Hunting. "Year after year, our customers and readers support Primos products, and that's what matters the most to us. We are extremely grateful that the readers of *Bowhunting World* and *Predator Xtreme* hold our brand in such high esteem as we have made it our purpose to bring to market innovative products that answer the needs of all hunters, regardless their pursuit."

In 2019, Grand View Outdoors moved to an online voting system that included easy to fill out clickable dropdown selections for all known brands in each category. By promoting the awards through its consumer websites, associated e-newsletters and specific brand dedicated e-lists, Grand View Outdoors saw an increase in voting totals 4-5 times what had been recorded in previous years.

"Throughout the history of the Readers' Choice Awards, Primos has likely had more GOLD wins than any other brand across all categories," said Derrick Nawrocki, President of Grand View Outdoors. "With that type of continued success, it is extremely clear to us that the readers of both *Bowhunting World* and *Predator Xtreme* find tremendous value in Primos products. Our readers are extremely passionate and particular in the products they use, so any endorsement by them goes a long way in validating the performance of a brand."

**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](http://www.primos.com) or follow us on Instagram at [https://www.instagram.com/primos\\_hunting/](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](http://www.youtube.com/user/PrimosHuntingVideo).

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