



Contact: Matt Rice  
Sr. Manager of Media Relations  
(913) 249-1568  
E-mail: [Matt.Rice@vistaoutdoor.com](mailto:Matt.Rice@vistaoutdoor.com)

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## **Primos® Speaks the Language® With New Calls for Turkey and Elk Hunters**

*Introducing Hen House Series™ and Shot Caller™ Turkey Calls, Slide Bugle Elk Call*

**FLORA, Miss. – March 1, 2021** – Primos® Hunting, a pioneer in game calls and hunting accessories, makes all the right noises in 2021 with two new turkey calls – the Hen House Series™ and the Shot Caller™ – as well as a new elk call, the Slide Bugle.

“The passion never ends at Primos for creating hunter-proven and field-tested calls with new features and more value for every species at every price point,” said Primos Director of Marketing Jason Harris. “Our new calls for 2021 show our commitment to giving dealers and stores fresh products hunters can get excited about.”

From loud and boisterous to soft and sweet, the perfect lady can be found in the Hen House Series of mouth calls. Every Hen House has a durable yet flexible plastic frame for superior mouth fit and great “comeback” or memory after each use. Turkey hunters can choose from the racket-making “[Deborah](#)”, the cantankerous “[Karen](#)”, the chatty “[Veronica](#)”, the trouble-teasing “[Blair](#)” or the sugary-sweet “[Lucy](#).” Each has three latex reeds and an individual cut design to produce the specific call quality that earns its name. Manufacturer’s suggested retail price: \$6.99.

The [Shot Caller](#) is made for turkey hunters who want a no-frills box call at an unbeatable price. A double-sided box call, Shot Caller features one-piece box construction that has no panels, glue or plastic to separate or fall apart in the woods. With its straight-forward sound design, Shot Caller offers the versatility to make authentic cuts, clucks, purrs and yelps from either side, calling up gobblers for hunters who understand that’s it all about knowing how to Speak the Language®. Manufacturer’s suggested retail price: \$28.99.

The [Slide Bugle Elk Call](#) features a sliding tray to hold and protect diaphragms. It allows for easy control with minimal air to produce high-pitched bugles. To increase pitch, the hunter simply applies more lip pressure. For cow and calf sounds, remove the mouthpiece from the bugle hose, which can be expanded to extend the bugle from 13 to 20 inches. Two included diaphragms can be interchanged to produce bull, cow and calf sounds. Slide Bugle also has a resonating chamber for growls and chuckles. Manufacturer's suggested retail price: \$38.99.

As the world's leading innovator and manufacturer of game calls, Primos continues to develop products designed to enhance the outdoor experience. For more information on the complete line of Primos products, visit [www.primos.com](http://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](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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