



Contact: Matt Rice
Blue Heron Communications
(800) 654-3766

FOR IMMEDIATE RELEASE

E-mail: matt@blueheroncomm.com

“Maximum Warrior 3” Sponsored by BLACKHAWK!® Now Live on MaximumWarrior.com

“Maximum Warrior 3” sponsored by BLACKHAWK!® is now live on MaximumWarrior.com. The competition, created by MAXIM, features 10 U.S. Special Operations soldiers outfitted in BLACKHAWK! tactical gear and apparel competing in a variety of military-inspired missions as they vie for the title of Maximum Warrior. The 10-week show will test the operators’ tactical skills, marksmanship and physical conditioning with only the Maximum Warrior left standing at the end. Episodes are free to watch and debut each Wednesday morning at MaximumWarrior.com. They are also available through the MAXIM App on XBOX LIVE.

NORFOLK, Va. – January 24, 2013- “Maximum Warrior 3” sponsored by BLACKHAWK!® is now live on MaximumWarrior.com. This is the third year of the competition, and it continues to grow. This year’s version features new, tougher challenges and tests competitors on a whole new level. The 10-week show, presented by MAXIM, features 10 U.S. Special Operations soldiers competing in military-inspired missions for the title of Maximum Warrior. During each episode, competitors will rely on their tactical skills and warrior-tested BLACKHAWK! gear to complete missions.

New episodes debut each Wednesday morning at www.maximumwarrior.com.

“Maximum Warrior 3” tests operators’ physical conditioning along with their skills and abilities in marksmanship, driving, weapon handling and decision-making. The three lowest-scoring competitors will be eliminated after the fourth challenge with one competitor being eliminated each following challenge. The winner will be named the Maximum Warrior and receive a \$10,000 cash prize. Second- and third-place finishers also receive cash prizes while all competitors will take home the pistol, carbine and all BLACKHAWK! tactical gear and apparel used in the show.

The action-packed debut episode of “Maximum Warrior 3” concentrates on competitors’ speed and accuracy as they navigate an explosive-laden WADI course by ATV and on foot. Operators must neutralize targets with two shots from their carbines and rescue a downed pilot without getting lost in the smoke and explosions.

-more-

In addition to the challenge episodes, MaximumWarrior.com features the video series “What a Warrior Wears” with show host Karl Erickson highlighting the warrior-tested BLACKHAWK! tactical gear and apparel worn by the operators during the show. Fans can also check out the video profiles of the instructors and competitors.

Viewers are encouraged to stay tuned to the Twitter feeds of [BLACKHAWK!](#) and [MAXIM](#) along with the Facebook pages and websites of [BLACKHAWK!](#) and [MAXIM](#) to keep current on the latest information about “Maximum Warrior 3”—including teaser videos and new episode alerts.

For more information on BLACKHAWK! and BLACKHAWK! products, log on to www.BLACKHAWK.com or call 800-694-5263.

###