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FOR IMMEDIATE RELEASE

CCI® Signs Troy and Jacob Landry from the *Swamp People*™ television series; Pair to Attend 2012 NRA Annual Meetings & Exhibits

CCI has signed on two of TV's most exciting personalities. Troy and Jacob Landry are from the Swamp People™ series on HISTORY®. Their pursuit of huge alligators in Louisiana's bayous has captivated audiences across the nation. And these two life-long hunters rely on CCI to dispatch their prized catches. They have also used sister brand Federal Premium® Ammunition to put some impressive whitetail deer on the wall over the years. Attendees to the 2012 NRA Annual Meetings & Exhibits will get their first chance to meet CCI's newest celebrities. Troy and Jacob will be signing autographs in CCI booth number 1617 at 10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m. on Friday, April 13.

LEWISTON, Idaho – April 11, 2012 – CCI® announces a partnership with Troy and Jacob Landry from the *Swamp People*™ series on HISTORY®. The pair will be at the 2012 NRA Annual Meetings & Exhibits signing autographs and greeting fans on Friday, April 13 in CCI booth number 1617.

A History of Performance; Perfect Fit

These two life-long Cajuns tangle with huge alligators in Louisiana's rugged bayous. Their trials and tribulations are broadcast into millions of American households. And when it comes time to "choot 'em" they chamber only one brand of rimfire ammunition. "We've shot thousands and thousands of rounds of ammunition through the years," said Troy Landry. "No matter what brand we've tried, we've always stuck with CCI. CCI is by far my favorite and has been for years."

Troy, Jacob and several other well-known personalities on the show have been hunting for their entire lives. Not just the 'gators seen on TV—but deer and small game as well. A glance into Troy's trophy room reveals several shoulder mounts that would make even the biggest whitetail enthusiasts a bit jealous.

"Troy and Jacob are ideal CCI spokesmen," said Marketing Director Jason Nash. "They aren't just big TV stars. They are hunters—and the real deal at that. They rely on CCI to take care of some huge alligators. And that means a lot to us. We're thrilled to have them aboard."

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Autograph Signing and Limited Edition T-Shirts

Troy and Jacob Landry will be signing autographs and talking with fans at the 2012 NRA Annual Meetings & Exhibits in St. Louis, MO. The duo will be available at booth number 1617 from 10:00 a.m. to noon and 2:00 p.m. to 4:00 p.m. on Friday, April 13.

Attendees will also be able to purchase a special CCI shirt featuring Troy and Jacob. The T-shirts will be available for \$10 each, or two for \$15.

To learn more about the entire CCI lineup, visit www.CCI-ammunition.com

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