

BLACKHAWK!

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FOR IMMEDIATE RELEASE

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BLACKHAWK!® Debuts New Commercial During the Season Finale of “Maximum Warrior 3,” Produced by Maxim

Tune in to the season finale of “Maximum Warrior 3” to see a first look at the new BLACKHAWK!® broadcast commercial. “Own It” the action-filled, inspirational commercial is available now at www.MaximumWarrior.com. It highlights the rigors of training and the sacrifices made by professionals and civilians. BLACKHAWK! gear has become synonymous with high-quality, tactical equipment made for those who know what it takes to be ready for the moment of truth. From range wear to tactical uniforms and athletic apparel, BLACKHAWK! gear is designed to succeed in any environment. Along with a sneak peek of the new commercial, viewers will see which elite competitor has the skills and endurance to emerge as the Maximum Warrior.

NORFOLK, Va. – March 27, 2013 – BLACKHAWK!® has unveiled an exclusive look at its new broadcast commercial in conjunction with the season finale of “Maximum Warrior 3,” produced by Maxim. Tune in to www.MaximumWarrior.com to catch all of the action.

First Look at “Own It”

For 20 years, BLACKHAWK! has built its reputation on providing high-quality tactical gear for any mission. “Own It” captures the action, intensity and perseverance of BLACKHAWK! customers. The inspirational commercial highlights the training, commitment and sacrifices made by professionals and civilians.

Just like their BLACKHAWK! gear, these individuals strive to be ready when the moment of truth arrives. Everyday these individuals are driven to succeed where others have failed. Today this obsession with quality applies to everything BLACKHAWK! does. From range wear to tactical uniforms and athletic apparel, BLACKHAWK! gear is designed to succeed in any environment.

Along with the sneak peek of the new commercial, viewers can also see the intense season finale of “Maximum Warrior 3.”

Season Finale of “Maximum Warrior 3”

The 10-week show, produced by Maxim, has featured 10 U.S. Special Operators competing in military-inspired missions for the title of Maximum Warrior.

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This year's version featured tougher challenges meant to test competitors' physical conditioning along with their tactical skills. During each episode, competitors relied on their tactical skills and warrior-tested BLACKHAWK! gear to complete missions.

In the Gate to Gate challenge of "Maximum Warrior 3," produced by Maxim and sponsored by BLACKHAWK!, the two remaining competitors are pushed to the limits of their endurance. Tune in as the operators tackle an obstacle course and navigate eight different shooting courses, including target discrimination, CQB shooting, weapon assembly and more. The competitor with the quickest time will be crowned with the title of Maximum Warrior and take home the \$10,000 first-place prize.

To keep up with the latest action and to see the new "Own It" commercial, follow BLACKHAWK! on [Twitter](#), along with the hashtag #OwnIt. Fans can also like BLACKHAWK! on [Facebook](#) or subscribe to their videos on [YouTube](#).

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

About BLACKHAWK!

BLACKHAWK! is a leading US manufacturer of tactical, military, shooting sports and law enforcement equipment headquartered in Norfolk, Virginia. BLACKHAWK! was founded by a Navy SEAL and now manufactures tactical gear, body armor, law enforcement duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools and recoil reducing stocks. BLACKHAWK! is part of ATK Sporting, with U.S. manufacturing facilities in North Carolina, Montana and Idaho. More information can be found at www.BLACKHAWK.com or by calling 800-694-5263.

About Alpha Media Group Inc.

Alpha Media Group Inc. is a multimedia company and publisher of Maxim magazine, the largest young men's lifestyle magazine in America reaching over 8.6 million readers each month. Maxim Digital encompasses Maxim.com and Maxim digital editions, reaching more than 2.7 million unique visitors each month. Including the United States, Maxim magazine publishes 19 editions and is distributed in 88 countries worldwide.

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