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## **ATK Sporting Names 2012 Dealer of the Year**

***Palmetto State Armory of South Carolina was named overall ATK Dealer of the Year. The honor was awarded due to the company's store expansion efforts, effective marketing and impressive annual sales numbers. ATK's BLACKHAWK! Dealer of the Year Award went to Shoot Straight. Goschinski's Fin, Feather & Fur took home the award for Ammunition Dealer of the Year. The ATK Shooting Accessory Dealer of the Year Award went to Southern California-based Turner's Outdoorsman.***

ANOKA, Minn. – February 22, 2013—South Carolina's Palmetto State Armory recently claimed top honors and bragging rights at the 2013 SHOT Show, where it was named 2012 ATK Dealer of the Year.

The retailer, based in Columbia, S.C., has seen tremendous growth in its four-year history, rapidly expanding to three locations and employing more than 100. A strong business strategy, store expansions and marketing efforts have paid huge dividends, leading to almost unprecedented sales and growth over the young company's relatively short life.

"In 2012, Palmetto State Armory experienced triple-digit sales growth for our ATK brands including BLACKHAWK!, RCBS, Champion, Outers and Weaver, which is quite impressive," said Jim Bruno, Senior Director of Distribution Sales. "Our relationship with them is an important key to us reaching our goals as well."

For owner Jamin McCallum, building a business from the ground up while continuously striving to give his customers the very best products and service has been a labor of love.

"I have always loved to shoot, and I spent several years in the military," he said. "I created Palmetto State Armory because I wanted to work with what I'm passionate about every day."

"This is a huge honor to win one of the biggest awards in the shooting sports industry," McCallum said. "Palmetto State Armory has had a fantastic year, and a lot of our success is due to the great support from ATK and our Jones and Company sales rep Matt Landsea."

In related news, the BLACKHAWK! Dealer of the Year Award went to Shoot Straight, which features stores across Florida. Shoot Straight carries an array of BLACKHAWK! products, with sales that increased 98 percent over last year.

Goschinski's Fin, Feather & Fur took home the award for Ammunition Dealer of the Year. The retailer is no stranger to ATK's podium. They've won overall Dealer of the Year awards in 2004, 2006 and 2007. The business' growth continues and their three Ohio stores are totally dedicated to ATK, with a full line from each of ATK's ammunition brands.

Finally, the ATK Shooting Accessory Dealer of the Year Award went to Southern California-based Turner's Outdoorsman. The retailer has proven to be a leader in the West and has recently grown its ATK accessory business to new heights.

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