

BLACKHAWK!

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

FOR IMMEDIATE RELEASE

E-mail: matt@blueheroncomm.com

“Maximum Warrior 4” Produced by Maxim and Sponsored by BLACKHAWK! is Now Live

“Maximum Warrior 4,” produced by Maxim, and sponsored by BLACKHAWK!® for the second consecutive season, is now live at MaximumWarrior.com. Karl Erickson returns as the host for the popular online show, which features ten U.S. Special Operations soldiers as they navigate military-inspired missions, competing for the title of Maximum Warrior. BLACKHAWK! gear and duty wear will be utilized throughout the competition. This year’s action-packed episodes will feature tougher challenges and obstacles. Each episode tests the operators’ tactical skills, marksmanship, physical condition and decision-making abilities. The trailer is now showing on the Maximum Warrior YouTube Channel. Instructor profiles and warrior profiles for this new season are available for immediate viewing at MaximumWarrior.com. New episodes will debut on Wednesdays at MaximumWarrior.com, with the next week’s sneak preview available Fridays on the Maximum Warrior YouTube Channel. The videos will also be available through the MAXIM App on XBOX LIVE.

NORFOLK, Va. – Oct. 03, 2013- “Maximum Warrior 4,” produced by Maxim, and sponsored by BLACKHAWK!® for the second consecutive year, is live at MaximumWarrior.com. Returning as host, Karl Erickson has devised more daring challenges and tougher obstacles for ten U.S. Special Operations soldiers as they compete in military-inspired missions for the title of Maximum Warrior. During each episode, the operators will only have their battle-tested BLACKHAWK! gear and tactical skills to see them through. The first episode will air on Oct. 9.

The trailer is now showing on the [Maximum Warrior YouTube Channel](http://MaximumWarrior.com). Instructor profiles and warrior profiles for this new season are also available for immediate viewing at MaximumWarrior.com.

New episodes will debut on Wednesdays at MaximumWarrior.com, with the next week’s sneak preview available Fridays on the [Maximum Warrior YouTube Channel](http://MaximumWarrior.com). The videos will also be available through the MAXIM App on XBOX LIVE.

In its fourth season, “Maximum Warrior 4” has grown to include more difficult tactical situations requiring quick-thinking and problem solving. The three lowest-scoring competitors will be eliminated after the fourth challenge with one competitor being eliminated each following challenge. In addition to the ten episodes, all operators will compete for additional prizes during three mini-challenges. The overall winner will be

named the Maximum Warrior and receive \$10,000 in cash and \$3,000 worth of BLACKHAWK! gear. The second-place finisher will also receive a cash prize while all competitors will take home the pistol, carbine and all BLACKHAWK! tactical gear and apparel used in the show.

The first action-packed episode debuts Oct. 9 and features the operators' breach and clear skills. Operators will be tasked with breaching the exterior of a compound with explosives. Once inside, competitors are faced with multiple breaching solutions to open all doors. Operators will encounter and eliminate hostile targets while locating and rescuing a hostage.

Fans will have a chance to win thousands of dollars of BLACKHAWK! gear and apparel used by the competitors in the show by registering for the giveaway sweepstakes at MaximumWarrior.com starting Oct. 3.

Viewers are encouraged to stay tuned to the Twitter feeds of [BLACKHAWK!](#) and [MAXIM](#) along with the Facebook pages of [BLACKHAWK!](#) and [MAXIM](#) to keep current on the latest information about "Maximum Warrior 4"—including teaser videos and new episode alerts.

For more information on BLACKHAWK! and BLACKHAWK! products, log on to BLACKHAWK.com.