



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

**FOR IMMEDIATE RELEASE**

E-mail: [matt@blueheroncomm.com](mailto:matt@blueheroncomm.com)

## **Four Operators Remain in Contention on “Maximum Warrior 3,” Produced by Maxim and Sponsored by BLACKHAWK!®**

*In addition to watching new episodes each Wednesday at [MaximumWarrior.com](http://MaximumWarrior.com), fans can catch up on past episodes and check out the newest videos on each competitor. “Warrior Profiles” and “Preparation for Battle” videos give fans insight to these hard-hitting operators and what it takes to be ready for anything. Fans can also enter for a chance to win one of several Maximum Warrior gear prize packs with a grand prize worth more than \$1,500.*

NORFOLK, Va. – March 14, 2013 – Four operators remain in contention for the top honor of Maximum Warrior on “Maximum Warrior 3,” produced by Maxim and sponsored by BLACKHAWK!®. After seven weeks of competition, the remaining operators face new and tougher challenges where only their grit and warrior-tested BLACKHAWK! gear will bring them through. In its third season, the competition has grown with more difficult events, testing the operators’ skills and abilities as they look to emerge as the Maximum Warrior.

### **New Episode**

This week’s episode finds the warriors behind the wheel of an ultra-light tactical vehicle. A biathlon meets “The Road Warrior” as competitors navigate the various road surfaces, stopping to shoot targets along the way. Each warrior will have 15 seconds to memorize targets with a particular color pattern and hunt for these targets throughout the entire course. After completing each lap, the competitors must shoot all of the plates on a six-plate rack. Shooting the incorrect color target or failure to knock down all six plates will result in a time penalty. The warrior with the slowest time will be eliminated.

A new episode airs each Wednesday at [MaximumWarrior.com](http://MaximumWarrior.com). In addition to seeing the newest challenges, fans can catch up on past action and get to know each competitor. “Warrior Profiles” and “Preparation for Battle” offer a glimpse into the lives of these U.S. Special Operations soldiers and what it takes to be ready to serve.

Fans can enter to win one of several Maximum Warrior gear prize packs at <http://www.maxim.com/maximum-warrior-sweepstakes>. The grand prize is worth more than \$1,500 of battle-tested BLACKHAWK! gear.

-more-

### **What a Warrior Wears**

Competitors in “Maximum Warrior 3” have worn BLACKHAWK! gear from the beginning. Base layers, belts and boots are just part of the kit that has helped operators through the tough events. A complete list of gear and a video explaining the function of several items is available at <http://www.maximumwarrior.com/blackhawk/>.

Viewers can stay up to speed by following the Twitter feeds of [BLACKHAWK!](#) and [MAXIM](#). They can also see the latest information, teaser videos and new episode alerts on the Facebook pages and websites of [BLACKHAWK!](#) and [MAXIM](#).

For more information on BLACKHAWK! and BLACKHAWK! products, log on to [www.BLACKHAWK.com](http://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](http://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.

**###**