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FOR IMMEDIATE RELEASE

Savage Rifleman Rebate Promotion Is Going Strong

The Savage Rifleman Rebate offers customers the opportunity to buy any Savage Arms™ AXIS, AXIS XP or AXIS II rifle and get a \$50 rebate, or upgrade to a Trophy Hunter XP centerfire rifle package and get \$75 cash back. Customers can also opt to claim a \$25 rebate on rimfire rifles such as the Mark II, Model 93 and 93R17.

More than 80 individual rifle styles are eligible, including the new AXIS Heavy Barrel and 11 Trophy Predator Hunter XP. Firearms must be purchased Aug. 1, 2014 through Nov. 30, 2014. For full details on the program and to download the rebate coupon, visit <http://www.savagearms.com/promotions/>.

SUFFIELD, CT — August 21, 2014 — Hunters and shooters can now get the accuracy and dependability they trust from Savage Arms™ at an even more affordable price. The Savage Rifleman Rebate offers customers the opportunity to buy any AXIS, AXIS XP or AXIS II rifle and get a \$50 rebate, or upgrade to a Trophy Hunter XP centerfire rifle package and get \$75 cash back. Customers can opt to claim a \$25 rebate on rimfire rifles such as the Mark II, Model 93 and 93R17.

“Savage Arms has a strong reputation for delivering quality, accurate rifles at surprisingly low retail prices. It’s the key to the popularity of our products, and it’s why we have so many dedicated repeat customers,” said Savage Firearms Marketing Director Bill Dermody. “This rebate is a great way to win over new shooters looking to buy their first Savage rifle. It also gives our many loyal customers a great opportunity to add another Savage to their collection.”

The rebate includes certain new-for-2014 rifles, such as the AXIS Heavy Barrel and the 11 Trophy Predator Hunter XP. The AXIS Heavy Barrel rifle features a durable composite stock, pillar bedding, button rifling and a silky-smooth bolt action. Its heavy barrel provides even better long-range accuracy. The 11 Trophy Predator XP is a scoped-rifle package that includes a 3-9x40mm Nikon® BDC scope that’s mounted and bore-sighted. The rifle also features Savage’s legendary AccuTrigger™, which shooters can safely adjust for a light, crisp pull.

“This isn’t a small promotion. The list of firearms that qualify for this promotion is quite impressive—more than 80 individual rifle styles are eligible,” said Dermody. “It includes

models that feature suppressor-ready functionality, left-handed versions, camouflage options, youth sizes and more.”

Firearms must be purchased Aug. 1, 2014 through Nov. 30, 2014; mail-in rebate coupon must be received by Dec. 31, 2014. Offer valid in U.S. and Canada; U.S. funds only. For full details on the program and to download the rebate coupon, visit <http://www.savagearms.com/promotions/>.

Learn more about Savage Arms and its full line of products at www.savagearms.com.