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FOR IMMEDIATE RELEASE

Savage Arms Signs Troy, Jacob and Chase Landry as Brand Ambassadors

Savage™ Arms is proud to announce its partnership with Troy, Jacob and Chase Landry from the “Swamp People®” series on HISTORY®. The ambassadors will use Savage rifles on all of their hunting adventures, and will represent Savage Arms in various marketing materials.

SUFFIELD, CT – April 17, 2014 – Savage™ Arms is proud to announce its partnership with Troy, Jacob and Chase Landry from the “Swamp People®” series on HISTORY®.

“We’re very excited to have Troy and his crew on the Savage team. These guys are in a pretty dangerous line of work,” said Savage Senior Brand Manager Bill Dermody. “We are honored that they trust Savage rifles to get the job done, no matter the conditions.”

Troy, Jacob and Chase Landry have been hunting for their entire lives. Not just the huge ‘gators seen on TV but also deer and small game. A glance into Troy’s trophy room reveals several shoulder mounts that would make even the most dedicated whitetail hunters jealous.

“We push ourselves to extremes while hunting every day. I need a gun that I can push to the same extremes and know it will perform in the high-pressure world of gator hunting,” Troy Landry said. “That’s why I’m happy we’ll have Savage rifles in our hands. My boys and I are excited to join the Savage team.”

Although the Landrys are best known for their use of rimfire rifles when harvesting large ‘gators, this new partnership will also include their use of Savage centerfire rifles for all types of hunting.

The ambassadors will use Savage rifles on all of their hunting adventures and make appearances for the brand at tradeshow and events. The Landrys will also star in videos for Savage Arm’s social streams and appear in other marketing materials.

Learn more about the entire line of Savage firearms, visit www.savagearms.com.