



Contact: JJ Reich
Public Relations Specialist
763-323-3862

FOR IMMEDIATE RELEASE

E-mail: pressroom@atk.com

ATK Sporting Names 2014 Dealers of the Year

Palmetto State Armory of South Carolina awarded overall ATK Dealer of the Year. The dealer earned the honor through its accessory and firearms sales efforts. Firearms Dealer of the Year Award went to Vance Outdoors of Ohio. Reed's Sporting Goods of Minnesota took home the award for Ammunition Dealer of the Year. Finally, the ATK Shooting Accessory Dealer of the Year Award went to Ohio-based Goschinski's Fin, Feather & Fur.

ANOKA, Minn. – January 29, 2015 – ATK gives top honors to South Carolina's Palmetto State Armory at the 2015 Shooting Hunting Outdoor Trade (SHOT) Show, naming it 2014 ATK Dealer of the Year.

"Huge inventory expansions and phenomenal sales increases, especially with Bushnell® accessories and Savage Arms™ firearms, plus a solid dedication to our buyer's programs, earned Palmetto State Armory this title," said ATK Sporting Group Vice President of Sales Jim Bruno. "Owner Jamin McCallum built his business from the ground up and endlessly strives to give his customers the very best products and service. His incredible marketing efforts, sales strategies and hard work are quite impressive."

With this win, Palmetto State Armory continues a string of major awards from ATK Sporting which includes the 2013 Accessory Dealer of the Year Award and the 2012 Overall Dealer of the Year Award.

Palmetto State Armory's values and commitment to excellence are based on a belief that every hard-working American deserves the right to a high-quality firearm at a fair price. This value is instilled into every one of the company's 250-plus employees.

In addition, Ohio-based Vance Outdoors earned the Firearms Dealer of the Year Award, while Minnesota-based Reed's Sporting Goods took home the Ammunition Dealer of the Year Award. The ATK Shooting Accessory Dealer of the Year Award went to Ohio's Goschinski's Fin, Feather & Fur.

"We congratulate all the winners," Bruno said. "Our relationship with them and all of our customers is the lifeline to our business. We look forward to working together on big, new ideas that will nurture and grow all of our retailer relationships in 2015 and beyond."

[Photo Caption]: Palmetto State Armory Owner Jamin McCallum (center) with ATK Sporting sales staff Matt Landsea, Todd Seyfert, Jim Bruno and Tim Phillips (left to right).