



FOR IMMEDIATE RELEASE

## **Remington Ammunition Partners with TrueTimber to Produce Lifestyle Apparel**

**Lonoke, Arkansas – June 7, 2022** – Remington Ammunition is proud to announce their newest partnership with TrueTimber to produce lifestyle apparel for hunters, shooters and brand enthusiasts. As a leader in outdoor apparel, TrueTimber manufactures quality gear made from trusted materials and with proven construction. Now, fans of the Remington brand and TrueTimber can purchase branded apparel items online or in stores across the country.

“TrueTimber has been an industry leader in developing and bringing to market a broad array of quality new products,” said Danny Evans, Vista Outdoor’s Director of Global Licensing - Ammunition. “We are very excited about the partnership and know that the new Remington lifestyle clothing that TrueTimber will be presenting will appeal to Big Green fans of all ages.”

Founded in 2005, TrueTimber is based in Inman, South Carolina and is the most realistic, performance-driven camouflage brand in the industry. TrueTimber offers a wide variety of clothing items and accessories, featuring 27 distinct camo patterns that perfectly blend with their surroundings. The company spends countless hours researching, testing and seeking new technology to produce the most effective and lifelike camouflage patterns possible. TrueTimber products can be found in retailers across the United States and Canada and continues to be one of the fastest growing camouflage companies in the world.

“Remington Ammunition is an iconic name within the outdoor industry, and it goes without saying that we are thrilled to announce this partnership,” said TrueTimber CEO Rusty Sellars. “Our TrueTimber fans know it has always been our top priority to produce the best apparel and gear on the market, and we are really excited to utilize our production capabilities to support Remington as they introduce new lifestyle apparel.”

For more information about Remington Ammunition, visit [www.remington.com](http://www.remington.com). For more information about TrueTimber, visit [www.truetimber.com](http://www.truetimber.com).

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## **About Remington**

From muskets to modern day, generations of hunters and shooters have trusted Remington ammunition and accessories. Loaded in Lonoke, Arkansas by American workers, our wide array of pioneering sporting and hunting ammunition promises to get the job done every time the trigger is pulled. At Remington, we're here for everyone who loads a round of ammo into a handgun, rifle, or shotgun.

We've been here since 1816. Together, Remington and America have fought and won wars, put food on millions of tables and brought countless generations together at the range and in the field. We are proud of each and every round that rolls off our factory line. A brand of outdoor sports and recreation company Vista Outdoor, Remington is bringing a renewed focus to ammunition, innovation, and quality – all while staying true to Remington's legendary heritage and stature as an American icon.