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CCI Rimfire Ammunition Wins *Predator Xtreme* 2023 Readers' Choice Gold Award for the 7th Consecutive Year

LEWISTON, Idaho – January 27, 2023 – The readers of *Predator Xtreme* awarded CCI the 2023 Gold Award in the category of Rimfire Ammunition. The Readers' Choice Awards are 100-percent reader driven and deliver unbiased views of what everyday hunters use and count on in the field. The award was given to CCI company representatives during the 2023 SHOT Show, January 17 at the Venetian Expo and Caesars Forum in Las Vegas, Nevada.

“Dominance is one word that comes to mind for CCI in the Rimfire category with our readers,” said *Predator Xtreme* Publisher Derrick Nawrocki. “We know our readers are very passionate and vocal about what gear and equipment they use, which means this speaks volumes about the CCI brand. There are certainly other great brands in the market, but CCI has never finished any lower than gold in this category. It's safe to say our readers have spoken and CCI is the gold standard here.”

“We are proud the *Predator Xtreme* readers recognize us as the best rimfire ammunition for their pursuits and we are honored to receive this award,” said CCI Rimfire Product Director Jason Slinkard. “Products such as VNT offers both long-range accuracy and explosive terminal performance, and Maxi-Mag JHP provides all-around precision and power in the field or at the range. Varmint and predator hunters love them.”

“CCI has now taken Gold in the Rimfire category seven years in a row,” continued Nawrocki. “The *Predator Xtreme* brand, now 25 plus years in the market, stands alone as the top predator hunting media source. These Reader's Choice Awards allow our readers to tell us who they think is the best. Our readers are extremely loyal to the products they use. CCI has long been a fan favorite and continues to be that consistent brand our readers trust time and time again.”

For more information on all products from CCI Ammunition, go to www.cci-ammunition.com.

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About CCI Ammunition

Dick Speer founded Cascade Cartridge, Inc. in 1951 next to the Snake River in Lewiston, Idaho. The company manufactured and marketed centerfire primers for government use in its infancy. CCI now develops them for sporting applications as part of Vista Outdoor and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. CCI is part of Vista Outdoor Inc., an outdoor sports and recreation corporation.