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***Shooting Sports Retailer* Honors CCI with its 2023 Readers' Choice Gold Award for Best Rimfire Ammunition**

LEWISTON, Idaho – April 11, 2024 – The readers of *Shooting Sports Retailer* recently awarded CCI with 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 hunters, shooters, and reloaders seek out at retail stores.

“We are proud *Shooting Sports Retailer* recognized us for producing the best rimfire ammunition available, and we are happy to receive this award,” said CCI Rimfire Product Manager Steven Monniere. “For decades, retailers have enjoyed success selling our time-proven products, but also our newer releases such as Clean-22 Hyper Velocity as well. Customers are looking for variety, and CCI has always delivered.”

New CCI Clean-22 Hyper Velocity's purple polymer bullet coating reduces lead fouling in the barrel without leaving residue. This also cuts lead buildup in suppressors 60 to 80 percent. Its round-nose bullet utilizes optimized bullet geometry for improved accuracy. This ultra high-velocity loading reliably functions in semi-automatic firearms.

Shooting Sports Retailer polled its readership to find out their favorite gear; the products that really work. They then tallied the votes to determine the 2023 Readers' Choice Awards.

“If a company brings the right products to market, our readers will certainly let you know. Our gold awards prove the credibility that all companies are looking for. Congratulations to CCI, our readers have spoken with their votes,” said *Shooting Sports Retailer* Publisher Derrick Nawrocki. “This award further proves that CCI is truly the king of rimfire.”

CCI ammunition can be found at dealers nationwide and online. 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 and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. CCI is an ammunition brand of The Kinetic Group.