

FOR IMMEDIATE RELEASE

## **Federal Ammunition and Affiliate Brands Receive Top Award from Rural King**

**ANOKA, Minnesota – April 1, 2026** – The Kinetic Group (TKG) was recently named Rural King's Sporting Goods Vendor of the Year. TKG's Senior National Account Manager, Eric Labelle, accepted the award from Caesar Girod, Senior Buyer, Jeff Krogmann, Vice President of Hardlines, and John Leonauskas, Executive Vice President of Merchandising at Rural King's 2026 Annual Vendor Summit in Mattoon, Illinois.

"We are proud of our close partnership with Rural King," said Labelle. "By navigating challenging market conditions together, we've ensured that TKG's ammo brands remain available to sportsmen and women across rural America. We are truly honored to receive this recognition from the Rural King team."

The Rural King Vendor of the Year award is the top recognition given to a supplier that demonstrates excellence in supporting Rural King's retail operations, which include farm, home, and sporting goods. TKG was specifically recognized for its dedication to excellence, growth, and support of its product offerings. The award recognizes partners who enhance Rural King's ability to provide quality products at good prices to customers in the rural communities they serve.

"This award is a recognition of the hard work that both Rural King and TKG put into the business through planning and execution," said TKG's Senior Retail Sales Director, Jake Marolt. "These efforts help ensure high in-stock rates, seasonal end cap strategies, educational-based consumer marketing, increased collaboration, targeted 'Rudy' offers, and set us apart as a trusted strategic partner."

TKG's Federal Ammunition and affiliate brands engineer and manufacture the most accurate, powerful, and reliable ammunition in the world. TKG is a member of the Ammo+ Division of the industrial-technological group CSG, a dynamic group of more than 100 manufacturing, development, and trading companies based in the U.S. and Europe. Learn more at [www.thekineticgroup.com](http://www.thekineticgroup.com).

Federal Ammunition products are available at dealers nationwide and online. For more information on all Federal products and to sign up for notifications about new product availability, rebate promotions, and other brand news via email, visit [www.federalpremium.com](http://www.federalpremium.com).

**Press Release Contact:** JJ Reich  
Senior Manager – Press Relations  
E-mail: [media@tkghunt.com](mailto:media@tkghunt.com)

**About Federal Ammunition**

Federal, headquartered in Anoka, MN, is an ammunition brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague, Czech Republic. Since 1922, Federal has been a leader in ammunition innovation, delivering high-quality sporting and hunting products to shooters worldwide. With a commitment to conservation and the outdoor community, Federal continues to manufacture industry-leading ammunition that enhances the shooting experience while supporting outdoor traditions.