

BLACKHAWK!

Contact: Matt Rice
Blue Heron Communications
(800) 654-3766

FOR IMMEDIATE RELEASE

E-mail: matt@blueheroncomm.com

BLACKHAWK!® Joins MAXIM for Big Game Weekend and First Annual Maxim Tailgate: Salute to Heroes

BLACKHAWK! has partnered with Maxim to support the military. These well-known brands will join forces to put on parties across the nation centered around the big game. There will be two satellite events near military bases in Cusseta, GA and Columbia, SC. The festivities will culminate in a tailgate party just blocks from Lucas Oil Stadium on game day. Guests will enjoy celebrity hosts and appearances, live music, premium food and beverage, plenty of Maxim models, great games and a chance to win battle-proven BLACKHAWK! gear.

NORFOLK, Va. – February 1, 2012 – BLACKHAWK!® has joined forces with Maxim to show support for America’s military by helping sponsor a series of parties surrounding the big game. Two satellite events: one in Cusseta, GA (February 2) and Columbia, SC (February 4) will get things started. *The Maxim Tailgate: Salute to Heroes* will be held on the big day from 12:00 to 4:00 p.m. just blocks from Lucas Oil Stadium. Guests will be treated to celebrity hosts and appearances, an opportunity to win great BLACKHAWK! gear, a chance to mingle with Maxim models and much more.

Protected in the Field. Supported at Home.

BLACKHAWK! was born from one Navy SEAL’s desire to give service men and women gear they could rely on when they were in harm’s way. Today the brand offers a full line of gear, clothing and accessories proven in combat many times over. BLACKHAWK! has teamed up with Maxim to throw the most exciting tailgate event of the year to help show support for the troops.

Partygoers will enjoy live music along with great food and drinks just minutes from the big game in Indianapolis. They will also be able to pose with Maxim models, have the picture sent right to their mobile device and social media pages and be eligible to win a free BLACKHAWK! Ultra-Light 3-Day Assault Pack. Special T-shirts will also be given to those who stop by for a photo at the tailgate event, and thousands of shirts will be on hand for each satellite event. At the parties in Georgia and South Carolina attendees will also be eligible to win one of 15 packs to be given away.

Get Free Shipping

To kickoff these parties, BLACKHAWK! will be offering free shipping through an exclusive Facebook promotion. Those who visit the BLACKHAWK! Facebook page and click “like” will receive a special promotional code for free shipping until Monday, February 6. In addition to this great offer, fans new and existing should tune in to the

-more-

BLACKHAWK! Facebook page for real-time event photos and posts, as well as special videos and other party updates.

To learn more, go to www.facebook.com/BLACKHAWKPG or www.blackhawk.com.

ABOUT BLACKHAWK!

BLACKHAWK! is a leading US manufacturer of tactical, military, shooting sports and law enforcement equipment headquartered in Norfolk, Virginia. BLACKHAWK! was founded by a Navy SEAL and now manufactures tactical gear, body armor, law enforcement duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools and recoil reducing stocks. BLACKHAWK! is part of ATK Security and Sporting, with US manufacturing facilities in North Carolina, Montana and Idaho. More information can be found at www.BLACKHAWK.com or by calling 800-694-5263.

About ATK Security and Sporting

ATK Security and Sporting, headquartered in Anoka, MN, is a leading technology developer and supplier of ammunition for law enforcement, military and sporting applications; a manufacturer of optics, reloading gear and sport shooting accessories; and a leading producer of tactical accessories. The company serves sport shooting enthusiasts, law enforcement professionals, military and tactical markets worldwide. The group's products include some of the most widely known and respected brands in the industry, including Federal Premium, CCI, Speer, RCBS, Alliant Powder, Champion, Weaver, Eagle Industries, and BLACKHAWK!

About ATK

ATK is a global aerospace and defense company with operations in 22 states, Puerto Rico and internationally, and revenues in excess of \$4.8 billion. News and information can be found on the Internet at www.atk.com.

ABOUT ALPHA MEDIA GROUP INC.

Alpha Media Group Inc. is a multimedia company and publisher of Maxim magazine, the largest young men's lifestyle magazine in America reaching nearly 11 million readers each month. Maxim Digital encompasses Maxim.com and Maxim digital editions, reaching more than 4 million unique visitors each month. Maxim magazine publishes 20 editions worldwide and is distributed in 63 territories.

###