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**FOR IMMEDIATE RELEASE**

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## **BLACKHAWK!® to Host Professional Shooter Todd Jarrett and Spokeswoman Aysha Webb During the 2012 NRA Annual Meetings & Exhibits**

***BLACKHAWK! will host Professional Marksmen Todd Jarrett and spokeswoman Aysha Webb in booth number 1510 during the 2012 NRA Annual Meetings & Exhibits. During the three-day event National and World Champion competition shooter Todd Jarrett will perform live demos at 10:30 a.m. to 11:30 a.m. Friday, Saturday and Sunday. Additional performances will be at 1:30 p.m. to 2:30 p.m. Friday and Saturday with Jarrett available to sign autographs and field questions for an hour after the afternoon performances. BLACKHAWK! spokeswoman Aysha Webb will follow Jarrett's performances each day with a half-hour demo of the company's new line of women's apparel. Show attendees can see these firearms instructors demonstrate the advantages of BLACKHAWK! gear while also viewing new products from the company's premier line of holsters, stocks and shooting accessories.***

NORFOLK, Va. – April 11, 2012 – BLACKHAWK! will host National and World Champion competition shooter Todd Jarrett and spokeswoman Aysha Webb during the 2012 NRA Annual Meetings & Exhibits, April 13-15. Throughout the three days of the show, Jarrett and Webb will be conducting live demos in Booth #1510 as they discuss with attendees the decisive advantages made possible by using BLACKHAWK! gear.

Jarrett's live performances will be held at 10:30 a.m. to 11:30 a.m. Friday, Saturday and Sunday. Jarrett will return to the booth Friday and Saturday at 1:30 p.m. to 2:30 p.m. for additional performances. Jarrett will be available for an hour after his afternoon demos to answer questions and sign autographs.

BLACKHAWK! spokeswoman Aysha Webb will follow Jarrett's live demos each day with a half-hour performance. During her demo, Webb will discuss the benefits of the company's new line of women's apparel and how the clothing directly benefits her as a tactical firearms instructor. Webb will also be available at the BLACKHAWK! booth each morning of the exhibit until noon. Show attendees will have the opportunity to gain valuable insight from both of Jarrett and Webb as they openly discuss their experiences using BLACKHAWK! products.

In addition to the live demos, attendees will see first-hand the newest BLACKHAWK! products, including the recently introduced women's line of apparel, the Sportster™ line of holsters and the company's expanded line of versatile Knox™ stocks.

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The new women's line of apparel offers female police officers, military members, shooting enthusiasts and athletes clothing designed specifically for women. Options include duty/tactical clothing, off-duty options and active wear. The new BLACKHAWK! Sportster™ Holsters provide consumers with an ambidextrous, lightweight, secure and economical option for firearms carry. BLACKHAWK! shotgun and rifle stocks have been known for excellence in the tactical and hunting community. The new and innovative BLACKHAWK! Knox™ stocks help reduce felt recoil for more comfort and quicker target reacquisition.

Attendees are encouraged to stop by the BLACKHAWK! booth at the 2012 NRA Show to learn more about these exciting new products through valuable insight from both industry professionals and expert firearms trainers. More information on all BLACKHAWK! products is available at [www.blackhawk.com](http://www.blackhawk.com).

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