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BLACKHAWK!® SERPA® Holsters Named 2011 ‘Brand of the Year’ in OpticsPlanet Brilliance Awards

Recognizing outstanding products and brands for excellence and world-class performance, the annual OpticsPlanet Brilliance Awards named the BLACKHAWK!® SERPA® holster line as the “Brand of the Year” for 2011. Customers and staff experts voted on the SERPA® holster line for its high-quality construction, functionality and long track record of achievement in the field.

NORFOLK, Va. – December 20, 2011- The BLACKHAWK!® SERPA® holster was recently named the 2011 “Brand of the Year” as part of the annual OpticsPlanet Brilliance Awards. After a full year of extensive testing, monitoring, selling, and supporting well over 120,000 items, the expert staff at the online retailer selected the SERPA® holster based on its innovative design and diverse lineup. Offering multiple levels of security as well as models for both concealment and on-duty use, the SERPA line has been engineered to meet the requirements of any customer.

An Industry Leader in Holster Design

During the review by the OpticsPlanet staff, the BLACKHAWK! SERPA was characterized as an ideal product line of holsters for law enforcement officers, soldiers, and professionals. OpticsPlanet also noted that BLACKHAWK! offered a number of top of the line concealment holsters through the company’s CQC® and Sportster models. In the retailer’s summary of the holster lineup, OpticsPlanet wrote, “A BLACKHAWK! SERPA holster provides superior weapon retention with state-of-the-art technology and a quick draw, and the SERPA concealed series lets you securely carry your weapon without attracting attention.”

“The SERPA holster has become synonymous with the BLACKHAWK! brand and for a very good reason,” said Brand Manager Jake Jacobs. “Both names stress the importance of quality, innovation, performance and surpassing the expectations of the marketplace. We are pleased to be recognized by the staff at OpticsPlanet.com and by the customers of the online retailer. BLACKHAWK!’s commitment has always been to its customer base and awards such as this prove that we are accomplishing this task, and to a high degree.”

About BLACKHAWK!

BLACKHAWK! was founded in 1993 by former U.S. Navy SEAL Mike Noell and is a leading US manufacturer of tactical, military, shooting sports and law enforcement equipment. BLACKHAWK! manufactures tactical gear, body armor, law enforcement

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duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools, hunting gear and recoil reducing stocks. BLACKHAWK! is now part of ATK Security and Sporting and is headquartered in Norfolk, Virginia, with US manufacturing facilities in North Carolina, Montana and Idaho.

For more information on BLACKHAWK! and BLACKHAWK! products, log on to www.BLACKHAWK.com or call 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.

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