



PRESS RELEASE

O.F. Mossberg & Sons, Inc.
7 Grasso Ave ~ North Haven, CT 06473
203.230.5300
www.mossberg.com

FOR IMMEDIATE RELEASE

May 25, 2016

**Mossberg® 500® FLEX™ 20-Gauge Shotgun Earns NRA® Publications Golden Bullseye Award
Wins 2016 American Rifleman Women's Innovation Product of the Year**

North Haven, CT – [O.F. Mossberg and Sons, Inc.](http://www.mossberg.com), an industry leader in quality and innovation in firearms manufacturing, is pleased to announce the earning of a Golden Bullseye Award for the 500 FLEX 20-gauge pump-action shotgun. Presented by *America Rifleman* magazine, the 500 FLEX 20-gauge took the 2016 title of Women's Innovation Product of the Year and Mossberg was presented with the award at the 2016 NRA Annual Meetings Convention in Louisville, KY, on May 20, 2016.

The NRA Publications Golden Bullseye Awards acknowledge the finest products available in shooting sports. The winners are selected by a seven-member committee and must have been: recently introduced and available to consumers prior to the selection of the Golden Bullseye Awards; used/tested by an NRA staff member or regular contributor to the magazine and/or affiliated media; reliable in the field, meeting or exceeding the evaluator's expectations; innovative in design and function; readily perceived as a value to the purchaser; styled in a manner befitting the shooting and hunting industry and, perhaps more importantly, its enthusiasts.

"Everyone at Mossberg is thrilled about this award," says John MacLellan, Mossberg's Vice President of Sales and Marketing. "Mossberg's focus has always been on bringing reliable, high-value firearms to consumers, and that's exactly what this award represents. The beauty of the 500 FLEX 20-gauge is that it's perfectly suited to earn a Women's Innovation award such as this, but it's just as capable of being the perfect gun for youth or any other shooter looking for a light, highly-versatile shotgun."

When introduced in 2012, the innovative, patented and patent-pending system of Mossberg FLEX modular 500/590® shotguns and interchangeable TLS (Tool-less Locking System) accessories provided unprecedented flexibility and ease of converting your 12-gauge 500/590 shotgun in seconds without the need for tools. In 2014, Mossberg expanded the line to include 20-gauge options with the introduction of four [500 FLEX 20 gauge pump-action shotguns](#)—available in hunting and tactical base models. Adding to the modularity of the system is the Mossberg MVP® Series FLEX bolt-action rifle, chambered in 5.56mm NATO (223 Rem) and 7.62mm NATO (308 Win), which accepts the same TLS stocks and recoil pads that fit the 20 and 12-gauge versions of the 500 FLEX.

About O.F. Mossberg & Sons, Inc.

Founded in 1919, O.F. Mossberg & Sons, Inc. is the oldest family-owned firearms manufacturer in America, and is the largest pump-action shotgun manufacturer in the world. Leading the way with over 100 design and utility patents to its credit, and standing as the first ISO 9001 Certified long-gun manufacturer, Mossberg is considered to be one of the most innovative firearms manufacturers in U.S. History. For more information on commercial, special purpose, law enforcement and military shotguns, rifles and accessories, please visit their website at www.mossberg.com.

###

Safety and safe firearms handling is everyone's responsibility.

MEDIA CONTACT

Linda Powell, Director of Media Relations

LPowell@mossberg.com

(336) 441-2923