



PRESS RELEASE

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FOR IMMEDIATE RELEASE
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Mossberg® Announces Relationship with Eichler Media Marketing

NORTH HAVEN, CT – Mossberg, America’s oldest family-owned and operated firearms manufacturer, is pleased to announce that the company has signed a two-year sponsorship agreement with Fred Eichler and Eichler Media Marketing. Details of the sponsorship include exclusive use of Mossberg shotguns and rifles on the *Everything Eichler* television show, airing on The Sportsman Channel, and production of digital content for marketing and advertising purposes.

Fred Eichler, known for his extreme bowhunting and action-filled adventures, shares his love and enthusiasm for the outdoors through his television shows, social media, and personal appearances. *Everything Eichler* captures Eichler and his family as they live the lifestyle of Field to Table and face the challenges of ranching, farming, and running an outfitting business in Colorado.

“Fred and his family embrace hunting traditions and embody the lifestyle that represents Mossberg,” commented John MacLellan, Vice President of Sales and Marketing. “Being a family-owned company for four generations, Mossberg has passed along those same traditions to millions of households by providing affordable, reliable and innovative firearms. Our relationship with Fred will expand Mossberg’s efforts to share the heritage and tradition of hunting with a broader audience.”

“I grew up hunting and fishing and like many outdoor enthusiasts, we used all types of firearms,” said Fred Eichler. “O.F. Mossberg & Sons, Inc., founded in 1919, is the oldest family-owned firearms manufacturer in America, and is the largest pump-action shotgun manufacturer in the world. The quality, affordability, reliability and the history of Mossberg fits our family’s lifestyle, and they also have an offering in every category to meet our hunting and shooting needs.”

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. Celebrating 100 years of innovation, Mossberg leads the industry with over 100 design and utility patents to its credit and stands as the first ISO 9001 Certified long-gun manufacturer. Complete information on commercial, special purpose, law enforcement and military shotguns, rifles, handguns and accessories are available at mossberg.com or by calling 1-800-363-3555. Mossberg can also be found on Facebook, Instagram, Twitter and YouTube.

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Safety and safe firearms handling is everyone's responsibility.