



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Mossberg Transitions to Dedicated Sales Force

North Haven, CT – O.F. Mossberg and Sons, Inc., America’s oldest family-owned and operated firearms manufacturer, announces the transition to a dedicated sales force, effective July 28, 2017. Over the next few months, Mossberg will be expanding their team of Regional Sales Managers and will have dedicated personnel to service distributors, dealers and retail outlets with Mossberg products exclusively.

In making this announcement, John MacLellan, Vice President of Sales & Marketing, expressed his appreciation to their manufacturer sales representatives, The Evans Group. “Mossberg has enjoyed an excellent relationship and many successes over the years with The Evans Group. Our decision to transition to an internal sales force is not a reflection on their efforts.” MacLellan continued, “We appreciate the support of The Evans Group and wish them the best in their continued efforts in the sporting goods industry.”

“The net result will be that Mossberg will have a dedicated sales organization that will focus exclusively on growing our firearms business with all of our customers; developing initiatives to increase sales; and working to enhance the Mossberg brand,” commented MacLellan. “We continue to evolve as a firearms manufacturer and are committed to providing the best possible service to distributors, dealers and retailers, while maintaining laser-focus on the growth of our brand.”

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.

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