



News Release
For Immediate Release

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HUDALLA ASSOCIATES NAMED NATIONWIDE CROSSBOW AND CROSSBOW OPTICS SALES REP GROUP

ROCHESTER, New York, (August 20, 2009) - Crosman Corporation, international designer and marketer of products for the shooting sports, has named Hudalla Associates, Inc. as its national sales representative group for its crossbow and crossbow optics product lines according to national sales manager, Brad Webb.

Hudalla will apply its expertise to leverage Crosman's position in the hunting and archery categories. "With new crossbows and hunting optics in our pipeline, the expectation for archery market penetration is high. Hudalla is a well-recognized company with a strong presence in the archery markets we've targeted for growth. We're eager to further our visibility in archery with the support of an organization that boasts over two decades of experience and dedication to hunting and archery products. With the addition of Hudalla and its team of experienced people who are focused on the core of our archery and hunting initiatives, we're poised for success," says Webb.

"It's an attractive partnership for us," comments Bruce Hudalla, Hudalla Associates president. "Our seasoned sales professionals and pro staff have a lot of enthusiasm for the products Crosman makes, along with a robust passion for shooting sports and hunting." Established in 1987, Hudalla Associates, Inc. is a national manufacturer's representative agency that specializes exclusively in hunting and archery products. "We pride ourselves on the ability to penetrate the archery and sporting goods markets and achieve the highest levels of sales for the manufacturers we represent," said Hudalla.

For additional information on Hudalla Associates, Inc. as the crossbow and crossbow optics sales rep group for Crosman, or on any Crosman, Benjamin, CenterPoint Precision Optics, Crosman Archery, or Game Face Airsoft products, visit the company's Web sites at www.crosman.com, www.centerpointoptics.com, or www.gamefaceairsoft.com, or write to Laura Evans, Marketing Coordinator, Crosman Corporation, 7629 Routes 5 & 20, East Bloomfield, NY 14443, email her at levans@crosman.com, or call her at (800) 7 - AIRGUN (724-7486).

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Rochester, N.Y.-based Crosman Corporation is an international designer, manufacturer and marketer of Crosman® and Benjamin® airguns, Crosman Archery products, CenterPoint® Precision Optics, and Game Face™ Airsoft products. Crosman is also the exclusive licensee for Remington® airguns and airsoft products. The company is privately held.



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