



PRECISION SHOOTING EQUIPMENT, INC.

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PRESS RELEASE

NEW MARKETING INITIATIVES BRING ABOUT BIG CHANGE AT PRECISION SHOOTING EQUIPMENT

It came as no surprise that the introduction of the X Force by PSE has generated a tremendous amount of interest around the archery world. With a revolutionary new design that produces a vibration free 348 fps IBO rating, the X Force was sure to get consumers attention. What has been surprising is the interest behind the marketing techniques used in the introduction of the revolutionary new bow. With head-to-head comparisons, 120-second direct response commercials, new print ads with attitude and a viral campaign that has archery forums buzzing, PSE has taken an aggressive new marketing strategy.

“Basically we have changed every aspect of our marketing communication strategy,” said Blake Shelby, Marketing Director for PSE. “We felt like we had fallen into a rut and needed to implement a new strategy that would incorporate modern marketing techniques that have not traditionally been used in the archery industry. We have changed everything from our catalog design to the use of viral marketing and this is only the beginning.”

PSE also has a major new initiative planned to expand at the grass roots level with the introduction of a field staff program. PSE has joined forces with Mossy Oak Brand Camouflage and Hips Targets to assemble a group of experienced opinion leaders to function as grass roots company representatives that will work with local retailers to support sales efforts, promote the sport of archery, increase consumer awareness and provide testing and evaluation on new and existing products. “For years we have used the PSE Archery Express rolling showrooms to support dealers and promote PSE at the local level. This group of field staff representatives will replace that program and work with local retailers, schools and non-profit organizations to not only promote PSE but hunting and the sport of archery,” stated Jon Shepley, VP of Sales for PSE. “Blake has brought in a lot of new ideas and opportunities that we are very excited about,” says Shepley, “when you couple that with incredible new product and a renewed commitment to supporting our dealer network, you have a winning combination.”

So how are dealers reacting to this aggressive new approach? “I’m really excited about all the things PSE has going on,” says Tandy Rowell, Archery Manager of Bass Bucks and Ducks, in West Monroe, LA, “the bottom line is consumer demand and we have a lot of people coming in asking for PSE.” Jeff Page of Timberline Archery, Wisconsin Rapids, WI. says, “PSE is doing it right and generating a lot of word of mouth advertising. I have a field staff member in my area and he is doing a great job of bringing in customers.”

For dealers looking to add Field Staff representatives in their area, please submit the names, address and phone numbers to their PSE Regional Sales Representative for the interview process.

For more information contact PSE Archery Marketing at (520) 594-5102 or visit us online at www.pse-archery.com.

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