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PRESS RELEASE

PSE FEATURED ON “MADE IN AMERICA” TELEVISION SHOW ON THE TRAVEL CHANNEL



Pete Shepley and John Ratzenberger

PSE Archery will be featured in the June 12, 2007 episode of *John Ratzenberger's Made in America*.

PSE Archery's will be the manufacturing plant showcased in the June 12, 2007 episode. PSE is currently using the most advanced technology in bow production. This exciting episode covers technology and more. Tune in and learn some tricks of the trade about how Pete Shepley and PSE Archery maintains one of the top spots among the bow manufacturers in the world.

The episode will air at 9:00 PM Eastern Time on the Travel Channel, June 12, 2007. Check your local listings.

Airing Tuesdays on the Travel Channel, *John Ratzenberger's Made in America* celebrates the people, places and products that are uniquely American. John honors the men and women who work with their hands and skillfully make the products that are the backbone of the American economy. Each year the program visits roughly 40 manufacturing facilities throughout the country.

For more information on the show's schedule and companies profiled, please visit <http://travel.discovery.com/fansites/jrmia/jrmia.html>. For more on John Ratzenberger including his book "We've Got it Made in America, a Common Man's Salute to an Uncommon Country", please visit www.ratzenberger.com.

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

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