

NEWS RELEASE

MEDALIST®



Media contact: Jaclyn Bergman
Harris, Baio & McCullough
215-440-9800
jaclyn@hbmadv.com

Tactical Veteran and Champion Shooter Puts MEDALIST® Apparel Through Extreme Conditions

MEDALIST® Apparel with SilverMax® Put to the Test by Ron Avery

READING, Pa. (May 21, 2009) – From rigorous tactical and survival training to hunting trips in freezing temperatures, Ron Avery, a professional firearms trainer and president of The Practical Shooting Academy, Inc., put MEDALIST® apparel with SilverMax® to the test. MEDALIST Performance Sports Apparel, Inc., is a leading producer of high performance apparel and technical fabrics.

In 1980, Avery, a lifelong martial artist, avid outdoorsman and hunter, began his career as a law enforcement officer. He also began a career as a world-class professional shooter, representing his country in world-class competition, winning many titles and awards.

For a period of more than a year, Avery both wore and tested MEDALIST garments during his tactical instructions, hunting excursions and daily workouts and activities. “From spending time in 27 below zero temperatures while predator hunting and facing 15-20 mph winds at 10 degrees while hunting on horseback for mule deer, to engaging in law enforcement training and firearm activities, my MEDALIST clothing with SilverMax met every challenge and performed better than any other apparel I have tested over the years,” said Avery.

In order to better protect yourself and be alert in any situation that may arise, you must be comfortable and undistracted by your gear. “MEDALIST’s hunting and tactical base layer apparel with SilverMax provides superior body temperature regulation and odor-elimination that keeps the wearer comfortable in all weather and conditions,” said Avery.

- more -

“The MEDALIST base layer with SilverMax I wear under my protective armor every day provides the ultimate comfort and eliminates odors in my gear, which is very important,” said Avery. “I now wear MEDALIST all the time and it continues to prove itself over and over.”

During one particular test, Avery slept, exercised and went about his daily routine and activities in his MEDALIST hunting base layers and the Max Packable Pants and Jacket for an entire week. “After three days, the garments’ smell and comfort was equivalent to only wearing them for about three hours,” said Avery. “No noticeable stench or sweat patches were visible.”

When individuals wear MEDALIST with SilverMax base layer apparel under their tactical vests, uniforms or hunting gear, their day will finish just as it started, odor-free and comfortable. “Whether turkey hunting in the spring or on a police stake out, the gear (wet or dry) fits and works well,” said Avery.

“The SilverMax in our MEDALIST apparel is a highly advanced technology that ensures the wearer will be more comfortable in all temperatures and conditions,” said David Vogrin, director of marketing for MEDALIST. “That is why we closely develop our own fabrications, and manufacture our products to the highest standards, ensuring superior quality and performance.”

MEDALIST apparel with SilverMax technology requires no activation, like common carbon-based hunt apparel systems, is easy to care for and is permanent. For more information on the MEDALIST line of products, visit www.medalist.com.

To learn more about The Practical Shooting Academy visit www.practicalshootingacademy.com.

About MEDALIST

MEDALIST® Performance Sports Apparel, Inc., a privately held, U.S. based company, is a leading producer of high performance technical fabrics and apparel. Their engineered products provide innovative solutions that enhance performance and comfort in all conditions for a wide range of consumers in the hunting, outdoors, athletic, and tactical markets. Today, world-class athletes, professional hunters, outdoor enthusiasts and NASA astronauts wear MEDALIST products. MEDALIST is committed to providing apparel with the highest level of technology, performance, and comfort for the most extreme conditions.

###