

PRESS RELEASE
FOR IMMEDIATE RELEASE
March 2009



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ATK RECOGNIZES OUTSTANDING SALESMANSHIP

Chapin, S.C. –ATK, in growing partnership with Jones & Company and Ellett Brothers LLC, have recognized outstanding salesmanship for 2008.

Ellett Brother Associates Lisa Comalander, Susie Long, Leslie Marter, Dorothy McGee, and Robin Brokob were each presented a 2008 ATK Award recognizing their extraordinary sales efforts involving ATK products.

Jones & Company, the firm representing ATK products, did an excellent job of working with Ellett Brothers to achieve great results for 2008. With the support of Jones & Company, the reliability of ATK, and the determination of the Ellett Brothers team, a strong partnership has formed.

“We appreciate the partnership and focus by this outstanding group of sales professionals,” says ATK Director of Domestic Sales, Michael Halleron. Jones & Company’s Aaron Cordero expresses, “Through dedication, training and customer service these sales people were able to grow their dealer’s business. They understand the importance of being a consultant to their dealers.”

Established in 1933, Ellett Brothers LLC continues to lead as a nationwide marketer and distributor of outdoor sporting goods. With over 60,000 SKU’s, 800 manufacturers, 20,000 independent retailers of shooting and marine sports products, a dedicated sales force, and an innovative management team, the company is looking to grow even stronger for many years to come. For more information about Ellett Brothers, visit www.ellettbrothers.com.

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(Shown from left to right: Aaron Cordero, Leslie Mater, Dorothy McGee, Lisa Comalander, Susie Long, & Robin Ruilova.)