

NEWS OF OUR CLIENTS



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PRÓIS HUNTING APPAREL ANNOUNCES THE ADDITION OF JODI BARNES AND VICKIE GARDNER TO ITS PRO HUNTING STAFF

The innovators at Próis Hunting Apparel take pride in celebrating fearless, high-performance women hunters who represent and share the company's vision for generating excitement and awareness in women's hunting. That's why, it's no surprise that the company has added two new incredible female hunters to its Pro Staff team — Jodie Barnes and Vickie Gardner.

Barnes is no stranger to hardcore hunting. Born and raised in Illinois, she's had her fair share of extreme seasons and tackling the biggest and baddest whitetails — proving that she not only takes pride in *not* being one of the guys, she can keep up with the best of men. Barnes is best known for her role as the "ring-girl" of the hit show Arrow Affliction, hosted by Chris Brackett. On the show, she is put in hunting situations so nerve racking, it would make most people falter. Whether it's flying fish on the Illinois River or battling bruins of the north, she is ready for any adventure that comes her way. Barnes' appearances include Arrow Affliction, Driven TV, The Crush, Wild Outdoors, Higher Ground Outdoors, CNN, Chicago Tribune, fieldandstream.com and Brackett Outdoors.

As Vice President of *STUFF* Marketing for Alpen Optics, Vickie Gardner is all too familiar with what gear works well in the field, and what doesn't make the cut. Gardener only enters the field in Prois' high-performance clothing, as she is confident in its comfort, fit and functionality — and knows it will stand up to any harsh element Mother Nature throws her way. In 1997, Gardner and her husband founded Alpen Optics, and when she's not busy turning it into an award-winning optics company, she can be found in the woods towing home a trophy or two.

Both Barnes and Gardner understand the importance of having only the best equipment in the field.

"Having clothing that fits is one thing, but having it blow away my expectations in the field, that's another," comments Barnes.

These two ladies join an already impressive list of Pro Staff that include the likes of Linda Powell, Senior Press Relations Manager and Conservation Sales Manager for Remington Firearms; television star, Marketing Director and model, Kristina Martin; and award-winning freelance writer Barbara Baird...to name a few.

— Continued on Reverse —

Próis was created for women, by women who refuse to settle for downsized men's gear or upsized children's gear. Each garment is created with the most technologically advanced fabrics available and a host of advanced features to provide comfort, silence and durability. Their out-of-the-box thinking has resulted in amazing designs for serious hunters that have taken the industry by storm and raised the bar for women's outdoor apparel.

For more information about the new additions to Próis' Pro Hunting Staff or to learn more about Próis' innovative line of serious, high- performance huntwear for real women, contact: Próis Hunting Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit **www.próishunting.com**.

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