

NEWS OF OUR CLIENTS



668 Flinn Ave Suite 28 | Tel 805 529 3700
Moorpark CA 93021 | Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

ARCHER XTREME™ TO SPONSOR *DROPPED* IN 2014

Industry Titan Archer Xtreme Raises the Bar With Sponsorship of Hunting's Most Hardcore Duo

Archer Xtreme™, makers of the most revolutionary and rugged archery products for the extreme bowhunter, is proud to announce it will be partnering with the highly rated breakout hunting show *Dropped* in 2014, airing exclusively on the Sportsman Channel.

"Cable TV is full of hunting programming, but few shows can match the enthusiasm, respect and dedication to hunting as Chris and Casey Keefer have shown in their first two seasons of *Dropped*," said Mark Garcia, CEO for Archer Xtreme. "They are true ambassadors to the sport and some of the most extreme hunters to reach the airwaves. It's a perfect match — the industry's toughest archery accessories and cable TV's most extreme hunting team. I cannot think of anyone more suited to showcase AXT products," he added.

Archer Xtreme has long been recognized as a manufacturer that seeks out, and incorporates, the finest materials in the industry for all of its products. The AXT product line-up includes a full selection of high-performance sights, quivers, arrow rests, stabilizers, and archery accessories. They are crafted using the finest Titanium, carbon, fiber optic and superior engineering that results in products you can trust to handle the rigors of a hardcore backcountry hunt—day after day and season after season.

Dropped features the Keefer brothers tackling the unforgiving elements of some of the most extreme backcountry hunting locations the world has to offer. Last season concluded with the Keefers taking a behemoth 61-inch Yukon moose—on day 30 of the hunt. Hunters ready to take on the challenges of these extremes cannot afford a weak link, an inferior piece of equipment that cannot tackle the rigors and abuse of prolonged use in the back country, extreme conditions, days or week slung to a pack or the scabbard of horse. It's no surprise why the Keefer's are selecting Archer Xtreme product for their upcoming season of filming.

For more information regarding Archer Xtreme's rugged and innovative products including a full selection of high-performance sights, quivers, stabilizers and archery accessories, please contact: Archer Xtreme at P.O. Box 328 Belgrade, MT 59714. • Telephone: (406) 924-6113 • Or visit www.archerxtreme.com.

Editor's Note: For hi-res images and releases, please visit our online Press Room at www.full-throttlecommunications.com