

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

PRÓIS® HUNTING AND FIELD APPAREL LAUNCHES NEW WEBSITE

High Performance Women's Apparel Company Creates Edgy New High Performance Site

Próis Hunting and Field Apparel has quickly become known for its high performance and technologically advanced gear that utilizes only the best materials. In fact, the Próis 'P' insignia has been seen on the likes of Sarah Palin and serious female hunters around the globe. And because Próis is committed to providing the female hunting community with only the very best, the company has officially launched a new interactive website that's as hardcore and advanced as the women hunters who wear it: <http://www.Próishunting.com>.

The edgy new Próis website is not your average click and purchase hunting apparel site. Its creative elements truly bring the performance clothing to life while its interactive capability encourages fans of the brand to be a part of the Próis inner circle. The 'community' page allows fans to read up on the latest Próis news, happenings of the Próis Pro/Field Staff, an opportunity to follow the company on Facebook – and more! Easy to navigate tabs and links help you find exactly what you're looking for, whether you're internet savvy or a late adopter to the World Wide Web. Plus, should hunters decide to make a purchase, an online catalog, shopping cart and checkout are just a quick and easy click away to getting geared up for next season.

Certainly, the new Próis website is chock full of essential specs and information. But it is also visually appealing – packed with rich in-use photography that inspires women to get out there and hunt. "We create all of our gear to maximize efficiency and functionality, while incorporating the most technologically advanced features – and our newly designed website was built with the same elements top of mind," said Kirstie Pike, the company's President/CEO. "The new Próis site is a great representation of the company and its values, and we are excited to share the world of Próis with our customers through it."

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 Próis' innovative line of serious, high- performance huntwear for real women, contact: Próis Hunting and Field Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit

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www.Próishunting.com. To check out the latest updates on Próis field and pro staff and company news, visit the Próis blog at <http://Próishunting.com/community/index.php>. Become a fan on Facebook: <http://www.facebook.com/group.php?gid=172754768618&ref=ts> Follow Próis on Twitter: <http://www.twitter.com/Próishunting>.

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