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FIELDLINE® GOES SOCIAL ONLINE

Leading Manufacturer of Hunting Packs and Accessories Launches Official Facebook Page

A great deal of thought and consideration goes into choosing a reliable pack that can endure the challenges that await hunters in the field. That's exactly why outdoorsmen have been selecting Fieldline®'s high quality packs and accessories season after season to keep them organized and comfortable. And now, worldwide fans of the brand can make their search for the perfect pack even easier while keeping up with the latest product introductions, company news, hunting tips, special contests and more with the new fully integrated corporate Facebook page: <http://www.facebook.com/fieldline>.

Join in on the conversation not just about great hunting gear — find out the scoop on top hunting spots, see photos of the biggest and baddest trophies from fellow hunters, plus get a chance to win some cool gear for next season. Along with the popular Facebook features such as an ongoing newsfeed, photos, and more — the company plans to rollout another custom tab featuring video and multimedia content that will keep the action going, and its followers in the mix.

“Social media platforms like Facebook are quickly becoming an important information and communication source for every activity, including hunting,” says General Manager Andrew Altshule. “We’re excited to be able to engage with our customers on a personal level, and provide special content and promotions available only on Facebook.”

Fieldline has been developing high-quality hunting packs and accessories since 1972. The company packs in a variety of innovative features into every piece of gear with a focus on incredible organization, superior function, and unmatched comfort for even the heaviest of loads — allowing hunters to keep their eye on the prize and their focus off carrying their gear.

To learn more about the full line from Fieldline, designed to keep hunters comfortable and organized, contact the company at 1919 Vineburn Avenue, Los Angeles, CA 90032 • Telephone: (800) 438-3353 • www.fieldline.com.

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