
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® LAUNCHES THE NEXT GENERATION IN SERIOUS FEMALE HUNTWEAR

New Pro-Edition Generation X™ Jacket From Próis Hunting and Field Apparel Takes Comfort and Performance to The Next Level

Próis® has raised the ante once again this season with the next generation to its popular Pro-Edition™ Series, the new Pro-Edition Generation X™ line, and its shining star, the Pro-Edition Generation X Jacket. This feature-packed jacket is tailor-made for female hunters who don't mess around with gear that can't keep up. These hardcore women hunters require a superior level of function to enhance performance in the field, and the Próis Pro-Edition Generation X Jacket meets this need — and more.

Próis Hunting and Field Apparel utilizes only the most technologically advanced fabrics to craft its apparel, and the new Generation X line is no exception. You'll be ready to face the punishing conditions of the great outdoors head-on this season with the jacket's signature Pro-Edition windstopping and water-resistant fabric as its outer shell. This no-ordinary hunting jacket is also beautifully engineered with the company's famed nylon tricot lining system, and incorporated thumbholes — making it perfect for layering over your lighter Próis shirts or vests. It's all part of the Pro-Edition Generation X Jacket's new integrated design, which helps optimize movement and keep you comfortable and ready for action.

Próis has thought of everything when designing the new Pro-Edition Generation X Jacket, incorporating performance enhancing features such as Scapular Pockets located between the shoulder blades built to house activated heat warmers to enhance thermoregulation. Located across the back of the jacket is a deep lumbar pocket, perfect for housing additional handwarmers, soft goods, and more. This dual-performing pocket also functions well as a vent, which works hard to keep you cool when the hunt heats up. In addition, deep hand pockets can help keep those fingers toasty while zippered arm pockets are ideal for housing valuables such as your hunting license or ID card.

To further enhance the wearer's warmth and concealment, the Pro-Edition Generation X Jacket features an extended hood with zipper garage at the chin to prevent chaffing, and incredibly silent zippers with snapdown sliders. These enhanced features help ensure that the huntress sporting the Generation X Jacket is up to any challenge, any environment or any situation she may encounter in the field.

The Próis Pro-Edition Generation X Jacket is available in both Realtree AP HD® and Advantage Max-1 HD® to help hunters blend into any environment. It's also available in sizes XS thru XL and like all Próis Hunting and Field Apparel, the jacket is proudly made in the U.S.A.

For more information about new Próis Pro-Edition Generation X Jacket, or to learn more 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 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>. 'Like us' on Facebook: <http://www.facebook.com/group.php?gid=172754768618&ref=ts> Follow Próis on Twitter: <http://www.twitter.com/Próishunting>.

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