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PRÓIS® HUNTING AND FIELD APPAREL MAKES *APPAREL MAGAZINE'S* LIST OF 2012 TOP INNOVATORS

Apparel Innovators Are Saluted for Creativity, Commitment and Vision

Since 2008, Próis Hunting and Field Apparel has been paving the way for innovation within the hunting, shooting sports and outdoor marketplace. This year however, the company's ongoing reach for excellence in creating athletic and performance-driven apparel for women has garnered much deserved attention outside the outdoor industry, earning the company a slot on *Apparel Magazine's* list of 2012 Top Innovators.

"We are thrilled to have received this esteemed recognition by *Apparel Magazine*," says Kirstie Pike, President/CEO of Próis Hunting and Field Apparel. "We are truly proud of each and every garment we design, our out-of-the box dealer programs, and hands-on customer service initiatives. One of our goals is to empower more women to get involved in hunting, and we are truly grateful for this opportunity with *Apparel Magazine* to bring light to the growing number of women who are getting involved," she added.

Próis' fellow Top Innovator award winners include acclaimed apparel manufacturers like Patagonia and Columbia Sportswear. The magazine features all the winners in its May issue, highlighting each company's "Resourcefulness in meeting today's challenges, their desire to truly connect with the consumer in an increasingly complex shopping environment and their savvy use of technology to make their businesses run better." (*Apparel Magazine*, May 2012).

In addition to Próis' cutting-edge designs that focus on fit, function and enhancing performance in the field, Próis sets itself apart from competitors with its unmatched dealer and customer service programs. The company's one-of-a-kind dealer relations approach churns out unique service-driven initiatives like its 'Gear Exchange' program, which allows a dealer to exchange gear that does not sell, or needs to be replaced to accommodate the change in hunting seasons. In addition, the company offers customers its standout 'Próis Bucks Rewards Program', which rewards its star customers who purchase directly through the company's catalog or website with discount offers, and the chance to be a part of one of Próis' women-only hunts. These are a few of many visionary programs Próis has in place, and coupled with the company's high-quality performance apparel, it's clear to see why Próis was selected for this distinction.

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. The company's 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' Top Innovator Award 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>.

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