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THERE'S NO STOPPING THE PRÓIS® POSSE

A Growing Demand From Female Hunters and New Investor Proves a Bright Future For Próis Hunting & Field Apparel

In 2008 female hunters worldwide were awoken by the outspoken, fun and downright wacky team at Próis® Hunting & Field Apparel, shining a long-awaited spotlight on the need for women's high-performance technical huntwear — made with no frills or fuss, just die-hard function for success in the field. The growing demand for Próis gear over the years has been phenomenal. In fact, Próis now has a dedicated following (AKA the 'Próis Posse'), and they will 'sound off' until the unicorns come home — or until you try Próis gear. And, trust us — you won't be disappointed.

The Próis fire continues to burn strong year after year and with the company's new financial partner, the 'Próis Posse' is in a strong position to go after their ultimate goal: total female world domination. And, why not? This company has a stellar reputation for rapid growth. In fact, Próis has seen a 200% growth each year in business thanks to the growing demographic of die-hard female hunters. And this awesome group of ladies has proven its growth. According to the National Sporting Goods Association (NASGA), female participation in hunting rose 36 percent between 2001 and 2010, to a total of 2.4 million women hunters. Plus, according to CBS News, the national total for female gun owners has doubled in the last decade, increasing to nearly 5 million women since 2001. These impressive stats support the writings on the wall, which is women hunters currently are and will play an integral role in the future of hunting.

"The new partnership has allowed Próis to move full speed ahead including hitting the gas pedal on production and adding three additional manufacturing facilities, all while maintaining bulk production right here in the U.S.," said Kirstie Pike, President/CEO of Próis Hunting & Field Apparel. "Our team is super-creative (some call us wild and zany) and we're excited to put our innovative plans into play — starting with enhancing our product line to feature the popular Mountain Mimicry camo pattern, as well as launch a robust line-up in 2014 that's sure to take the hunting world by storm — you'll have to stay tuned!"

Próis was created for women, by women and they are proud to serve as the premier manufacturer of hardcore women's hunting gear. Próis has also garnered a great following of men and women throughout the industry through their wacky shenanigans and humor. Fondly called the Próis Posse, the Próis followers ramp up the craziness each day. Keep up with Manshoe, Bird Lady, Has3Ponies, Honey Badger and BunBun through Facebook, Twitter, Pinterest and LinkedIn. Warning: Próis social media is not for the faint of heart....and "your mom" is not really your mom...it's a metaphorical mom.

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://www.Próishunting.com/community/index.php>.

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