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**IS YOUR BIG IDEA T-SHIRT WORTHY? FIND OUT BY ENTERING IN THE
“BUCK WEAR® BIG-BUCKS T-SHIRT DESIGN CONTEST” AT THE 2010 ATA AND SHOT SHOWS**

Submit Your T-Shirt Idea At The Buck Wear Booth For A Chance To Win \$500 Cash

Have you ever wondered if that humorous story you’ve told countless times around the campsite could be the makings of a great t-shirt design? Do you see clever hunting shirts at your local sporting goods store and think, hey, I can do that? Well, now’s your chance to see *your* ideas come to life on a T-shirt, should it be chosen as the winner of the “Buck Wear® Big-Bucks T-Shirt Design Contest”.

Over the years, outdoor and hunting enthusiasts have relied on Buck Wear to outfit them in unique sportswear and fashion-forward casual apparel with messaging that demonstrates their passion for the great outdoors. Now, the company is looking for the next big T-shirt design idea amongst the crowd that lives and breathes the outdoor industry — at this year’s ATA and SHOT Shows.

“Were looking forward to the upcoming shows, and are thrilled to be able to further engage our industry friends with the company by hosting this exciting contest,” said David Trapp, President of Buck Wear. “We can’t wait to see what designs are submitted! It’s bound to be a tough competition.”

Any ATA or SHOT Show attendee is eligible to participate, and can submit as many ideas he or she believes to be a winning design. Submitting an idea is easy: simply visit the Buck Wear booth #801 at the ATA Show or #11249 at the SHOT Show, and complete an entry form detailing your shirt design concept. Ideas can be as simple as a one-liner, for example, “Vegetarian - Old Indian word for Bad Hunter.” Or, a brief description of the graphics that accompany a phrase, for example: illustrate an old truck stuck in the top of a tree with the words “Red Neck Deer Stand.”

The grand prize (in addition to the considerable bragging rights the title will infer) is \$500 cash, and will be presented to winners on the last day of the ATA and SHOT Shows.

For more information on the “Buck Wear Big-Bucks T-Shirt Design Contest”, or Buck Wear’s full selection of t-shirts, sweatshirts and caps for outdoor enthusiasts, please contact: Buck Wear, Inc., 2900 Cowan Avenue, Baltimore, MD 21223· Telephone: (410) 646-6400 · Or visit www.buckwear.com.

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