

# NEWS OF OUR CLIENTS



---

668 Flinn Ave Suite 28  
Moorpark CA 93021

Tel 805 529 3700  
Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com  
Jason Bear / jbear@full-throttlecom.com  
Phone: (805) 529-3700

---

## **PRÓIS® HUNTING APPAREL LAUNCHES EXCITING NEW INDUSTRY PARTNERSHIPS**

They say “you are the company you keep,” and if that’s the case, the industry experts at Próis® Hunting Apparel, creators of incredible high-performance women’s hunting clothing, are in good company indeed this year. Próis has recently joined forces with top industry innovators, including Heat Factory, Victory Archery, Dead Down Wind and BOG Gear in this growing, highly competitive category in the hunting market.

“We’re thrilled to be teaming up with such well-respected industry brands that share Próis’ passion for the importance of women’s hunting,” says Próis CEO Kirstie Pike. “This segment of our industry is at such an exciting stage in its development and these wonderful new partnerships are a strong affirmation of the bright future ahead.”

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. In fact, the entire Próis line was developed with ingenuity and a sense of synergy to provide the ultimate, versatile solution for serious gear for women hunters.

The synergy doesn’t stop there — Próis has a number of its unique designs created expressly to house hand or body warmers in special scapular pockets — so it makes perfect sense to align with an industry leader like Heat Factory — another woman-owned, US-based expert in the field. Now Heat Factory’s reliable, versatile warmers come with some of Próis’ renowned Pro Edition and Sherpa lines, and are also available for purchase directly on the Próis website.

Próis joined with Victory Archery this year to promote the company’s Pink Arrow Project — a popular program started by Victory, with its full line of Vforce carbon fiber arrows in hot pink. The lion’s share of the proceeds from the sales are donated to the National Breast Cancer Foundation, and these ‘hot pink tickets’ can also be purchased directly on Próis’ site.

Próis has also teamed up with another company with a serious nose for business — Dead Down Wind. Now female hunters can find the ultimate scent-masking trio: the Huntress ScentPrevention 3 step system with proprietary bio-enzyme technology for body, hair and field use. Dead Down Winds products are easily purchased on the Próis site, as well.

— *Continued on Reverse* —

Lastly, BOGgear LLC, the makers of the famous *BOG-POD* shooting sticks and other unique and creative shooting accessories, has asked Pike to join its team of Field Pros. Próis will also be working on exciting cross-promotions with the company's exceptionally stable, most user-friendly shooting systems on the market, including BOGgear's Red Legged Devil and Camo Legged Devil lines.

For more information about Próis' innovative line of serious, high performance hunting apparel for women, contact: Próis Hunting Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit [www.proishunting.com](http://www.proishunting.com).

*Editor's Note: For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com)*