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RINEHART TARGETS® HIRES JOE MULHEIM AS NATIONAL SALES MANAGER

Mulheim Brings Extensive Background in Sales and the Outdoor Industry

Janesville, WI — Rinehart Targets® has announced it has brought on seasoned sales executive, Joe Mulheim as its new National Sales Manager to continue Rinehart's growth in the U.S. Mulheim will be responsible for the company's sales team, driving revenue, widening product distribution and retailer network, and general management responsibilities.

"We're excited to welcome Joe to the Rinehart team," said Rinehart President James McGovern. "We had a very strong 2018, and look forward to continuing the momentum with new adds like Joe who bring great experience and terrific energy to the company."

Mulheim comes from a long career in the outdoor sporting goods industry. This combined with his more than 15 years of experience tailoring programs for North America's largest retailers, merchandisers and regional mass merchants, is an asset the company plans on leveraging heavily. Mulheim is an experienced sales professional having recently served as the Regional Sales Manager of FeraDyne Outdoors, LLC, where he managed external sales representatives covering 11 states and 17 brands under the FeraDyne umbrella.

"This is a great time to join Rinehart, and I'm more than excited to support the multiple new initiatives the company has focusing on expanding the brand and the sport," said Mulheim. "I look forward to helping grow the business and building on the strengths of the team, and the company."

In addition to his role at FeraDyne, Mulheim has also held a number of sales and account management positions in the outdoor industry including serving as National Account Executive for Maurice Sporting Goods. In these roles he has been successful in directing sales and business development efforts and expanding market share by introducing new product offerings. Mulheim holds a bachelor's degree in Business Management from Western Illinois University.

About Rinehart Targets

Since 1999 Rinehart Targets has been manufacturing the Best Archery Targets in the World. Today, the company continues to expand on its wide range of archery targets offered including: 3D Targets, Cube Targets, Crossbow Targets, Bag Targets, Range Targets along with its newly added line of archery decoys. For more information about Rinehart Targets, visit: rinehart3d.com.

Connect with Rinehart Targets on social media:



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