



HAWKE®

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HAWKE® OPTICS WELCOMES NEW COMPANY SALES REPRESENTATIVE MATT HOUGAN JOINS THE HAWKE TEAM AS REGIONAL SALES MANAGER

Hawke® Optics is excited to announce the addition of outdoor industry veteran Matt Hougan to its sales team. Hougan joins Hawke as Regional Sales Manager for Indiana, Michigan, and Ohio.

"We are very excited to have Matt join the Hawke team," said Kevin Sheehan, Vice President of Sales & Marketing for Hawke Optics. "Our growth over the past few years has been tremendous. We have more than tripled the size of our staff in just the past four years. Matt's industry experience and relationships will contribute greatly to our ongoing growth," he added.

Hougan comes from a long career in the outdoor industry, including more than eight years at Pradco Outdoor Brands where he held a variety of roles including Regional Sales Manager for Indiana, Michigan, and Ohio. Prior to Pradco, he worked for several hunting supply companies and was also a police officer for several years. He brings a wealth of experience, knowledge, and proficiency in sales and brand building.

"I am beyond excited to be joining the Hawke family. I believe very strongly in the value of small business in the outdoor industry, and I can't wait to reconnect with the small business owners of Ohio, Michigan, and Indiana," says Hougan. "I spent the past eight years with Pradco in a variety of roles in the sales department. I still believe deeply in those brands, but I look forward to serving the Hawke team and partners."

About Hawke

#VISIONACCOMPLISHED. Hawke is a worldwide market leader at the forefront of optical performance with class-leading innovation and design offering a complete line of sport optics from rifle, crossbow, shotgun and air gun scopes to binoculars, spotting scopes and accessories. Accuracy, strength and precision; Hawke optics blend iconic design, exceptional engineering and unrivalled craftsmanship to create an unforgettable viewing experience. As awareness of Hawke Sport Optics continues to grow, more customers are trusting Hawke as the unquestioned industry leader in optics. Learn more at www.hawkeoptics.com.

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