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RINEHART TARGETS® APPOINTS MATT WEISENSEL AS KEY ACCOUNT MANAGER

Janesville, WI — Rinehart Targets®, the worldwide leader in quality archery targets, is pleased to announce the appointment of Matt Weisensel to the position of Key Account Manager. In this role, Weisensel will be responsible for driving sales objectives and support for the company's key dealers.

Weisensel brings more than eight years of sales and customer service experience previously at Rinehart Targets. Prior to taking on this new role, he was also the sole sales specialist for Viking Cues out of Middleton Wisconsin where he implemented new dealer programs and created internal systems which improved overall order processing, efficiency, and customer satisfaction.

"We're excited to have Matt back on board at Rinehart as our Key Account Manager," said James McGovern, President of Rinehart Targets. "His comprehensive understanding of Rinehart's business and the archery industry will serve the company and its retailers well. We have needed an experienced and dedicated senior-level manager to help with our key accounts, and Matt is right person for the job," he added.

With a theatre college degree under his belt and a passion for the arts, it's no surprise that you may have seen Weisensel as the actor behind the famous Rinehart robotic dinosaur suit walking around the trade show floor. When not at work, both him and his wife enjoy acting in community theatre, with their most recent production being Young Frankenstein the Musical.

"I'm excited to be back with the Rinehart family and I'm looking forward to spearheading Rinehart's customer service department and working directly with and further building relationships with our key accounts," said Weisensel.

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 and Range Targets. For more information about Rinehart Targets, visit: rinehart3d.com.

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