



FOR IMMEDIATE RELEASE

The Outdoor Group Completes Acquisition of Solid Broadhead Company

Rochester, New York; December 19, 2012 - The Outdoor Group, LLC has completed the acquisition of assets and business of Solid Broadhead Company, the world's sharpest broadhead.

"Solid Broadhead Company is a perfect representation of what we in The Outdoor Group want to achieve. It's a company that makes its products right here in the United States, using the best technology, the best precision and stands behind its products without question," said Pete Crawford, president of The Outdoor Group. "Everyone at The Outdoor Group is thrilled to partner with Solid and continue to increase its brand awareness."

Steve Speck, founder of Solid Broadheads, says, "both companies, The Outdoor Group and Solid Broadhead Company, share a deep passion for producing not only the best archery products available, but also providing a level of customer service and warranties that are unmatched in the industry. I am extremely excited for what the future will bring and sincerely look forward to working with The Outdoor Group to bring Solid Broadhead Company to a much larger stage."

Available in both 100 and 125 grains, the S30V Broadhead has a 20-degree blade angle for maximum sharpness and edge retention. Every broadhead is spin tested for consistent arrow flight and accuracy. This broadhead gets its name from the S30V steel used to make the main blade. Knife industry professionals know this type of premium steel is recognized for its fine grain structure, superior dimensional stability, grindability and toughness.

"We have been using the S30V Solid broadheads all fall and are more than impressed with the accuracy, strength and pure bone-crushing results we witnessed, said Crawford. "This is a great broadhead and we will maintain its integrity in production for 2013."

ABOUT SOLID BROADHEAD COMPANY

Based in Boise, Idaho Solid Broadhead Company's focus is to produce a no nonsense broadhead that will perform on any bowhunt. The company's guarantee is industry leading and states that if the broadhead ever fails in a hunting situation the head will be replaced, no questions asked.

For more information about Solid Broadhead Company, please visit www.solid-broadheads.com.

ABOUT THE OUTDOOR GROUP

Established in 2012 and based in Henrietta, New York, The Outdoor Group is parent company to Elite Archery, Perfect Form Manufacturing, Scott Archery, Custom Bow Equipment, Duel Game Calls, Winner's Choice Custom Bowstrings and Solid Broadheads.

Media questions can be directed to Maggie Armstrong at maggie@togllc.com.