

IMMEDIATE RELEASE



Rochester, NY; The newly formed Elite Outdoors, LLC. has purchased the assets of Elite Archery from the College Place, Washington based J2 Archery. Elite Outdoors, LLC will maintain its current manufacturing partnerships with J2 Archery and Grace Engineering to continue producing the finest quality bows in the archery industry.

Elite Outdoors, LLC will be lead by Peter Crawford as president of the company. Peter has worked in the archery industry for nearly a decade, most recently as the National Sales Manager at G5 Outdoors. Garret Armstrong, formerly the Brand Manager of G5 Outdoors, will head up the marketing department as the Vice President of Sales and Marketing. Maggie Armstrong, Denny Sharrone and Missy Sharrone also join the Elite Outdoors team, each bringing years of hunting and archery industry experience.

The original designer of Elite Archery bows and the inventor of the patent pending twin track binary cam system will continue working with the new Elite Outdoors, LLC to bring cutting edge technology and high performance bows in the future.

“We look forward to focusing on the current dealers and providing excellent customer service not only to the Elite dealers, but also to the end consumers,” stated Crawford. “The current Elite bows are fantastic, stand alone products and we will make sure the entire world knows about it through an extensive marketing strategy and competitive sales,” said Garret Armstrong.

The Elite line includes three bows; the GT 500, Z28, XLR, ranging from 23 to 31 inch draw lengths and 30 lb. to 90 lb. peak weights.

The Elite line will only be sold in dealer pro shops and will not be available for online purchase, through distributors or at large retail chain stores. Elite Outdoors will make its first appearance at the annual Archery Trade Association show this week in Indianapolis, Indiana at booth number 3245.

For more information on Elite Outdoors please contact the College Place office at 877-503-5483 or visit www.elitearchery.com. Media questions can be directed to Maggie Armstrong at Maggie@elitearchery.com

The new headquarters for Elite Outdoors will be moving to Rochester, New York within the coming weeks. All contact information will stay the same.