



Mossy Oak® Hunting Accessories
– A Big Game International brand

Mossy Oak Hunting Accessories
1919 Stanley Street
Northbrook, IL 60062
P: 1-800-622-9662
www.mossyoakhunt.com

FOR IMMEDIATE RELEASE

Mossy Oak® Hunting Accessories Announces All-New Predator Hunting Line for 2016

Northbrook, IL - January, 2016 - Mossy Oak® Hunting Accessories has designed an all-new line of accessories set to the exact specifications of the avid predator hunter, which will hit shelves in the fall of 2016.

Outfitted in Mossy Oak® Brush camo, this new Predator line is a full assortment of lightweight, water resistant, adjustable gear that maximizes storage and mobility to enable hunters to quickly move from one spot to the next for multiple targets or harvests.

The most innovative and anticipated product in the Predator assortment is the Mossy Oak® Predator Call Speaker. This electronic call speaker is convenient and portable, wrapped in Brush Camo, and Bluetooth enabled, allowing for smartphone control, which eliminates the need for electronic remote controls that often end up misplaced or broken.



Other products in the assortment include comfortable and mobile seating and storage gear, a water resistant phone pouch, gloves with touch screen control, a hand warmer muff, and other accessories that keep hunters mobile and connected while providing easy access to the essentials that lead to a successful predator hunt.

“Recent studies and census data have shown that predator hunters represent one of the fastest growing segments of the

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U.S. hunting population,” said Mossy Oak® Hunting Accessories Product Manager Mike Jones. “This type of hunting presents hunters with a unique set of needs that are going largely unserved by current products on the market. Our Predator line is a full assortment of quality gear that provides practical solutions to these challenges at an affordable price point.”

The all-new Mossy Oak® Predator line of accessories will be available in many outdoor retailers in time for peak predator hunting seasons, starting in July, 2016. For more information visit mossyoakhunt.com.

About Mossy Oak® Hunting Accessories:

The Mossy Oak® brand was founded over twenty years ago as a camouflage company, and has become one of the most recognized outdoor brands in the world. Mossy Oak’s pure and authentic philosophy of hunting and outdoor heritage has created a nation of outdoor enthusiasts that live and breathe the brand. Mossy Oak® Hunting Accessories, from Big Game International, is an official licensee of Mossy Oak® that provides a single-source solution for outdoor retailers with over 100 key hunting items, branded packaging and merchandizing programs leveraging the brand loyalty only associated with the ultimate name in hunting; Mossy Oak. For more information about Mossy Oak Hunting Accessories, please visit www.mossyoakhunt.com.

About Big Game International:

Big Game International is a leading manufacturer and designer of products in a wide range of popular outdoor sporting goods categories. The company’s in-depth expertise in sourcing, product development, packaging, cosmetics and marketing allows Big Game International to deliver high quality, competitively priced products and programs to our partners and customers. For more information about Big Game International, please visit www.biggameintl.com.

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FOR MORE INFORMATION PLEASE CONTACT:

Scott Griffith, VP Marketing, Big Game International

E: Scott.Griffith@biggameintl.com

P: 1 (847) 715-1203