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FOR IMMEDIATE RELEASE

## **SIG SAUER® P320® Wins NRA's *American Rifleman* Golden Bullseye Award**

**NEWINGTON, N.H. (January 6, 2015)** — SIG SAUER, Inc., is pleased to announce that its P320® modular handgun system has been awarded the Golden Bullseye as the Handgun of the Year from the editors of the National Rifle Association's *American Rifleman* magazine.

With its ability to completely change grip modules, slide configurations and calibers, the SIG SAUER® P320 offers users unmatched fit and utility. From a full size 9mm to a subcompact .357SIG, the P320 is the perfect handgun for any hand and any use. Thanks to a one-piece, stainless steel fire control unit, which is the serialized "gun," the P320 can be reconfigured in a matter of seconds.

"We're honored and grateful to the staff at *American Rifleman* for recognizing the P320 as its Handgun of the Year," said Ron Cohen, President and Chief Executive Officer for SIG SAUER, Inc. "From elite military and law enforcement to first-time gun owners, the SIG P320 can be made to fit any need. We're pleased to see the experts at the National Rifle Association recognize that this is truly a gun for anyone."

Selected by a panel of NRA shooting experts, the Handgun of the Year Golden Bullseye is awarded to the product that best exemplifies innovation in design and function, exceeds reliability expectations and provides value to America's shooters.

For more information, please visit us at [www.sigsauer.com](http://www.sigsauer.com).

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### **About SIG SAUER, Inc.**

SIG SAUER, Inc. is a New Hampshire-based weapons systems provider leading the industry in American innovation, ingenuity, and manufacturing. SIG SAUER® brings a dedication to superior quality, ultimate reliability, and unmatched performance that has made it the brand of choice among responsible citizens, and many of the world's most elite military, government, and law enforcement units. As a complete

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systems provider, SIG SAUER offers a full array of products to meet any mission parameter, from handguns and rifles to silencers, optics, ammunition, accessories, and airguns. The largest member of a worldwide business group of firearms manufacturers that includes SIG SAUER GmbH & Co. KG in Germany and Swiss Arms AG in Switzerland, SIG SAUER is an ISO 9001: 2008 certified company with approximately 1,000 employees. For more information on SIG SAUER, any of its products, or the SIG SAUER Academy<sup>SM</sup>, log on to [www.sigsauer.com](http://www.sigsauer.com).

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