



PR Contact:
Shannon Jackson
Shannon Jackson P.R.
(804) 343-3608
sjackson@shannonjacksonpr.com

FOR IMMEDIATE RELEASE

**SIG SAUER Elite Performance V-Crown Ammunition Wins
2016 *Shooting Illustrated* Golden Bullseye Award for Ammunition of the Year**

Newington, NH (January 7, 2016) – SIG SAUER Elite Performance V-Crown Ammunition has been selected as the 2016 *Shooting Illustrated* Ammunition Product of the Year, winning a coveted National Rifle Association (NRA) Golden Bullseye Award.

The NRA Publications Golden Bullseye Awards acknowledge the finest products available in the shooting sports. The 2016 winners were selected by a seven-member committee from NRA Publications representing more than a century of collective experience in the shooting and hunting industry.

“It is a tremendous honor to win a Golden Bullseye Award, and we appreciate the time and effort the NRA Publications team puts into its testing and selection process each year,” said Dan Powers, president of the SIG SAUER Ammunition Division. “SIG SAUER V-Crown ammunition for personal defense is the result of much research and development, and we are pleased its exceptional performance has been recognized by experts in the industry.”

The proprietary SIG V-Crown bullet combines perfected material specifications and fine-tuned design innovations, using a stacked hollow point cavity, to deliver exceptional on-target energy with maximum weight retention and optimal expansion – for ultimate stopping power. DUCTA–BRIGHT 7A™ coated brass cases also provide enhanced lubricity, offering superior corrosion resistance, and more reliable feeding and extraction.

All Elite Performance Ammunition is manufactured in the United States by SIG SAUER to the same exacting standards as the company’s premium pistols and rifles. For more information, visit www.sigsauer.com/ammunition.

- more -

Follow SIG SAUER on social media, including Facebook at www.facebook.com/sigsauerinc, Instagram at www.instagram.com/sigsauerinc, and YouTube at <https://www.youtube.com/user/sigsauerinc>.

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 systems provider, SIG SAUER offers a full array of products to meet any mission parameter, from handguns and rifles to silencers, optics, ammunition, airguns and accessories. 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 1000 employees. For more information on SIG SAUER, any of its products, or the SIG SAUER AcademySM, log on to www.sigsauer.com.

###