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FOR IMMEDIATE RELEASE

SIG SAUER® Introduces Supersonic 300 Blackout Elite Performance Ammunition

Newington, NH (April 7, 2015) – SIG SAUER, Inc., designer and manufacturer of the world’s most reliable firearms, accessories, and ammunition, is pleased to announce its new 300 Blackout Supersonic Elite Performance Ammunition Match Grade Centerfire Cartridges. This supersonic round features a 125gr Sierra Matchking projectile and, like the SIG SAUER 220gr subsonic 300 Blackout round, is designed to bring out the best in today’s high-performance AR rifles.

The Sierra Matchking projectiles in the 300 Blackout supersonic rounds are renowned for their superior accuracy, flat trajectory and consistent point of impact. The unique hybrid hollow point bullet design also ensures maximum expansion on point of impact. These cartridges feature match grade brass cases and function with standard 223Remington/5.56mm magazines without a reduction in capacity.

“The 300 Blackout is an increasingly popular caliber with target shooters and 3-gun competition shooters, and is also an excellent round for home defense in short barrel rifles, including the SIG MCX and M400,” said Bud Fini, vice president of marketing for SIG SAUER. “Elite military units are also evaluating the 300 Blackout as their primary CQB load. More modern sporting rifle hunters are turning to the 300 Blackout for close-range hunting of mid-sized game, including hogs and deer. We are pleased to now offer our customers both supersonic and subsonic rounds to meet their shooting and hunting needs.”

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.

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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 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 more than 900 employees. For more information on SIG SAUER, any of its products, or the SIG SAUER AcademySM, log on to www.sigsauer.com.

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