



FOR IMMEDIATE RELEASE

Sportsman's Warehouse to Offer Zombie Defense Gear

(MIDVALE, UT, March 23, 2012) With the unsubstantiated amount of zombie sightings and reports of chaos and mayhem abounding, Sportsman's Warehouse is offering zombie self defense supplies, equipment, and apparel in an effort to take the lead in zombie preparedness. Products and services are available in a wide range of zombie-related areas, including zombie survival kits, zombie weapons, zombie first aid, zombie ammo and even training on how to spot zombies.

"While we have no real evidence that zombies exist, we believe the education and preparedness of possible zombie attack is the safest direction to go," noted John McCoy, Sportsman's Warehouse eCommerce manager and resident zombie expert. "You had better know what you're going to do before you find yourself staring one of those suckers dead in the face, no pun intended. This is serious business."

Sportsman's Warehouse has dedicated an entire section of their eCommerce site to zombie defense products, and those products are now currently available at the Sportsman's Warehouse website: www.sportsmanswarehouse.com. In addition to the bare essentials of zombie survival products offered, the website also carries a large selection of communication and zombie spotting equipment, which will be exceptionally valuable in alerting others, should there be large scale zombie attacks which result in communication systems failures.

Sportsman's Warehouse serves outdoor enthusiasts by providing a large selection of top-quality, brand-name products essential to enjoying the great outdoors to the fullest. With complete product lines in hunting, fishing, camping and other outdoor pursuits, savvy outdoor shoppers know that Sportsman's Warehouse is their one-stop shop for everything outdoors. To find the Sportsman's Warehouse nearest you or to shop online, visit us at: www.sportsmanswarehouse.com.

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