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Kinsey’s Dealers Given Opportunity to Expand Business

*Celerant Technology Makes Kinsey’s Inventory More Accessible*

mount joy, PA — Kinsey’s dealers will be able to more easily automate purchasing and sell more products as a result of the partnership announcement with Celerant Technology — a leading provider of innovative retail software for the sporting goods and outdoor industry. Through this integration, retailers have direct access to Kinsey’s retail products and distribution services to streamline their inventory supply chain and increase sales, both in-store and online.

Kinsey’s dealers with established brick and mortar locations and a Celerant POS (point of sale) system can take advantage of this opportunity. In this arrangement, dealers of all sizes are provided with a unique opportunity to sell online without stocking excessive inventory. Celerant will build the retailer’s E-Commerce website to integrate with Kinsey’s live data feeds. These feeds provide visibility of available inventory in Kinsey’s warehouses and can display those products — including product descriptions, images and on-hand stock levels — online in real-time, allowing archery/outdoor retailers to offer a greatly expanded product selection. This is potentially big news for the small independent-owned retailers who previously could not invest in a costly e-commerce platform.

“As a family-owned and operated business for almost 70 years, it’s important we partner with companies that align with our values,” said Rick Kinsey, Vice President of Kinsey’s. “Celerant has supported the hunting industry for decades, with innovation and customer service as a top priority, and we believe our integration with Celerant is a great opportunity for our dealers, both large and small, to expand their business.”

Celerant offers two retail solutions for the outdoor industry — Stratus Enterprise™ for larger dealers, and Cumulus Retail™ for smaller dealers. With these solutions, retailers can manage their store, website, shooting range and ATF compliance — all in a single platform. From within Celerant’s point of sale software, dealers can easily browse Kinsey’s product catalogs focused heavily on archery, as well as hunting products. Retailers can easily select the products they want to sell, import the data into Celerant’s point of sale database, and automatically reorder inventory based on preset minimum/maximum thresholds within Celerant’s retail system. When inventory is low, a purchase order is automatically created, reviewed and sent electronically to Kinsey’s, ensuring retailers have the products and on-hand quantities needed to serve their customers and grow their business.

“We are excited to partner with Kinsey’s to offer seamless integration with a leading distributor of archery and outdoor equipment,” said Ian Goldman, CEO of Celerant Technology. “Bringing together our innovative technology and Kinsey’s merchandise will promote business growth and efficiency for our clients and their customer base of over 4,000 retailers nationwide.”

Dealers interested in this opportunity are urged to contact Celerant directly via phone at 718-351-2000 or by visiting <https://cumulusretail.com/hunting-range/>. The main headquarters is located at 4830 Arthur Kill Road, Staten Island, NY 10309 with offices in Texas, Georgia and California. To learn more about Kinsey’s integration with Celerant, please visit: <http://www.celerant.com/kinseys>.