**Media Release | March 5, 2020**

Kinsey’s Acquires Alpine Archery to Add to Versatile Line of Consumer Brands
*Will Manufacture Made in USA Quivers*

mount joy, PA — Kinsey’s has purchased Alpine Archery and will reinvigorate the brand and their well-known assortment of quality archery products. Alpine Archery has been producing products designed, manufactured, and assembled in the USA for nearly 30 years. Kinsey’s plans to build on the reputation of producing quality gear that has been trail-tested and built to last while backing the products with industry-leading customer service.

“We look forward to the opportunity to breathe life back into one of the archery industry’s staple brands. Building the products in the USA will continue to be important as we focus on driving consumer value back into the brand.” said Brands Sales Manager Jeremiah Hershberger.

The primary focus for 2020 will be on refreshing the brand with new branding that speaks to a modern consumer. Additionally, the quiver line including the popular PowerLoc Ultralite, Softloc Classic and the Bear Claw will be reactivated with modern colors and camo patterns. A new website and refreshed product line is slated to be available to the public by early third quarter of 2020

Justin Gorman Vice President of Sales & Marketing at Kinsey’s Inc. had this to say “Alpine Archery has been widely known as a quality and price efficient brand that has stood the test of time. Combining those values with the resources of the Kinsey’s Consumer Brands Division will create an exciting resurgence of the Alpine brand. Alpine Archery will complement October Mountain Products perfectly and drive value to retailers’ pegs.”

Kinsey’s owns innovative consumer brands including BlackHeart, Elevation, Fin-Finder, and October Mountain Products. The Brands Division is headquartered in Mount Joy, PA.