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*FOR IMMEDIATE RELEASE*

## ***Camouflage Helps You Outwit the Game You Hunt!***

**Bainbridge, Georgia – January 31, 2008** – Hunter's Edge Brand Camo, was introduced at the SHOT SHOW (Shooting Hunting Outdoor Trade Show) event in Las Vegas, Nevada on February 2, 2008, " Brand names include Camo Kids, Camo Teens and Camo Pro, " Hunter's Edge President, Jamie Bulger stated.

"We purchased Camo Kids, a Mississippi based company in July of 2007. " Bulger explained. "After the purchase was complete, we signed a license agreement with Next Generation Camouflage to be their sole licensee for use on children's hunting apparel, " Bulger added.

"With the licensing of Next Generation Camouflage in place, we became the first company to offer hunting apparel in their Next Generation Patterns of Next G1 and Next G1-green," explained Bulger. The choice of which pattern to use on our Camo Kids, Camo Teens and Camo Pro apparel was no accident. Careful consideration was done to choose the perfect mix of color, light and shadow, all designed to effectively blur the line between the human silhouette and mother-nature's natural elements, " Bulger explained.

"Hunter's Edge Brand Camo is a full line camouflage manufacturer with 32 sku's being produced in Camo Kids, and 30 sku's being offered in both Camo Teens and Camo Pro," Bulger added.

Next Generation Camouflage is the new science of modern camouflage development.