



News Release

Coastal Conservation Association

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FOR IMMEDIATE RELEASE: Sept. 7, 2010, Ted Venker, 1-800-201-FISH, twvenker@joincca.org

Remington® Arms teams with CCA for Gulf habitat restoration

Remington rebates benefit Building Conservation habitat program

HOUSTON, TX – In a unique partnership between the hunting and angling communities, Remington Arms Company is offering a way for its customers to restore one of our country’s most valuable wildlife habitats through CCA’s Building Conservation Habitat Program. As part of its Fall 2010 Rebate Roundup program, Remington customers will have the option to donate all or a portion of the rebate to marine habitat projects in the Gulf of Mexico.

“We are pleased and honored that Remington sees Building Conservation as a worthy recipient of rebate contributions from its customers,” said Patrick Murray, CCA president. “Hunters and anglers share the same conservation ideals, and we are grateful that Remington is creating a program to help the Gulf when it needs it the most. Those funds will help create the reefs and marshes that future generations of sportsmen will enjoy.”

“Our Fall 2010 Rebate Roundup is the largest rebate program we have ever offered at Remington. By partnering with CCA’s Building Conservation Program, our consumers have the option to donate all or a portion of their rebates to help the restoration of one of our country’s most valuable wildlife habitats – the Gulf Coast,” commented Roy Gifford, Vice President of Brand Management and Research for Remington Arms Company. “We are truly honored to be involved with the largest marine resource conservation group of its kind in the nation.”

CCA’s Building Conservation Program was created to provide funding for local, state and national marine habitat conservation and restoration projects. Program funds are directed to CCA’s 17 state chapters for grassroots-driven projects like marsh-grass planting, oyster shell recycling and offshore artificial reefs.

“Habitat restoration is not about just enhancing habitat, it is about creating a destination for recreational anglers to access the resource,” said Murray. “Hunters and anglers understand better than anyone the need to give something back to the resource. With partners like Remington, we can restore areas today that will mean more habitat, more fish, and better angling opportunities for the future.”

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About Remington Arms Company, Inc.

Remington Arms Company, Inc., headquartered in Madison, N.C., designs, produces and sells sporting goods products for the hunting and shooting sports markets, as well as solutions to the military, government and law enforcement markets. Founded in 1816 in upstate New York, the Company is one of the nation's oldest continuously operating manufacturers. Remington is the only U.S. manufacturer of both firearms and ammunition products and one of the largest domestic producers of shotguns and rifles. The Company distributes its products throughout the U.S. and in over 55 foreign countries. More information about the Company can be found at www.remington.com.

Coastal Conservation Association is the largest marine resource conservation group of its kind in the nation. With almost 100,000 members in 17 state chapters, CCA has been active in state, national and international fisheries management issues since 1977. For more information visit the CCA Newsroom at www.JoinCCA.org.