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**NEW CROSMAN ARCHERY PRODUCT LINE IN EARLY 2008**  
**Scott Alread Joins Crosman as Business Development Manager for Archery**

ROCHESTER, New York, (October 1, 2007) - Crosman Corporation, a worldwide leader in products for the shooting sports, will introduce its first archery line in early 2008. The Crosman Archery line of products will include innovative crossbows as well as exciting youth archery products. This line is being supervised by archery industry veteran Scott Alread, who has joined Crosman as its Business Development Manager for the newly formed Crosman Archery division.

Alread comes to Crosman from Escalade Sports, where he served as the product marketing manager for the company's archery bow brands, including the Bear Archery brand. In his new position with Crosman, he will have overall responsibility for product development, marketing and sales of the new line.

According to Crosman vice president of marketing, Bob Hampton, Alread comes to Crosman at an opportune time. "Crosman has been a leading name in the shooting sports industry since its founding in 1923 and has established its reputation on the twin pillars of innovation and quality," he said. "Archery is a logical extension of our providing innovative, quality products to shooters".

"Scott Alread comes to Crosman with those two qualities clearly in evidence in his background. He's been a bow hunter and dedicated outdoorsman all his life and made real contributions to the growth of the Bear Archery brand. Without question he brings with him solid experience and dedication to archery. We look forward to his making our new archery line a popular and profitable addition to Crosman's broad array of quality retail shooting sports products."

Alread agrees that Crosman and archery are a good fit. "When a company looks to expand its product offering, it usually focuses on synergies within existing product strengths and expertise. For example, the new Crosman Archery line will feature hunting crossbows, utilizing many of Crosman's airgun core competencies, including triggers, stocks, optics and overall superior balance," stated Alread.

Striking a significant stake within the hunting industry at Crosman is not a new endeavor. Early in 2006 development had already begun on the popular CenterPoint Precision Optics hunting scope line, and with that move came a change in culture, expanding beyond the air gun industry and into a company focused on developing hunting related products designed to help hunters succeed in the field.

Prior to his tenure with Escalade Sports, Alread held various sales, marketing and product management positions with the Motorola Consumer Products Division, where he focused on their sports and outdoor two-way radio product line.

Alread, a native of Fort Worth, Texas graduated from The University of North Texas with a BA degree in advertising and marketing. He is an avid bow hunter, golfer, and fisherman. The Alread family has relocated to the Victor, New York area.

For further information on Crosman's new archery product line, Scott Alread or on any other Crosman, CenterPoint Precision Optics, Benjamin or Game Face Paintball product, visit the company's Websites at [www.crosman.com](http://www.crosman.com), [www.gamefacepaintball.com](http://www.gamefacepaintball.com), [www.centerpointoptics.com](http://www.centerpointoptics.com) or write to Sara DeMuzio, Crosman Corporation, 7629 Routes 5 & 20, East Bloomfield, NY 14443, email her at [sdemuzio@crosman.com](mailto:sdemuzio@crosman.com) or call her at (800) 7-AIRGUN (724-7486.)

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*Rochester, N.Y.-based Crosman Corporation is an international designer, manufacturer and marketer of Crosman and Benjamin airguns, Crosman Archery products, CenterPoint Precision Optics riflescopes and the Game Face Paintball products. Crosman is also the exclusive worldwide licensee for Remington airguns and soft air products. The company is privately held.*



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