



U.S. Fire Arms Mfg Co.

☆ 100% American Made ☆
www.usfirearms.com

PRESS RELEASE

For Immediate Release

Hartford, Connecticut

August 1, 2007

For Immediate Release:

U.S. Fire Arms Mfg. Co., Inc. (USFA) Hartford's Largest Gunmaker - Announces the creation of a new strategic division aimed at market share expansion.

----USFA President and CEO, Douglas F. Donnelly, announced today the creation of a new strategic division within USFA. Hartford's largest gunmaker, the new division covers all standard factory products in a move sure to bolster consumer deliveries and foster an increased demand for USFA core products .

“ The expansion of our manufacturing facilities to support our designated factory products is meaningful because it represents USFA's increasing focus on deliveries for our dealers and the nationwide markets we serve.” ... said Donnelly.

This new division gives us the flexibility to allow USFA's Custom Gun Shop to showcase its time consuming and unique handwork skills - we have the most experienced crafts men and women in the world - and still deliver quality at every level of the USFA product line experience.

The new factory products division will include the well known RODEO® brands including a new model, the 'RODEO II,' introduction slated for late 2007, a newly restyled COWBOY® and the USFA Single Action revolver line.

USFA supports safe gun handling and the enjoyment of shooting safely.

For Press Relations, contact USFA at 860.296.7441 or usfa@usfirearms.com.

About U.S. Fire Arms: USFA® is the largest firearms manufacturer in Hartford, Connecticut. Best known for their historically accurate production of revolvers, automatic pistols and rifles; US Pre-War®, Plinker®.22, Omni® & Bisley Model revolvers, Lightning rifles, Maxim® Silencers, Model 1910® Autos, Model 1911 Autos and Super 38® Automatic pistols. For Press Relations, contact USFA at 860.296.7441 or usfa@usfirearms.com. For guns, gunparts, auto magazines and more, visit: www.usfirearms.com USFA ...THE LEGEND LIVES®