

**Daisy Announces its 45th Annual
International BB Gun Championship Match
to be held in Rogers, Arkansas
July, 2010**

Daisy's International BB Gun Championship Match (IBBGCM), the nation's premier 5-meter BB gun match competition will be conducted in 2010 in Rogers, Arkansas, home of Daisy Outdoor Products since 1958.

The Daisy IBBGCM will be celebrating its 45th anniversary in 2010, the match has been held in several locations around the country, but never in the company's hometown of Rogers. For 16 of those 45 years, including the past 6 years, the match has been held during the July 4th weekend at Western Kentucky University in Bowling Green, Kentucky.

"Rogers is the home of Daisy – and has been for over 50 years. It makes sense to bring this nationally-recognized event home to Rogers", stated Daisy President & CEO Ray Hobbs. "Until recently, there just hasn't been a facility which could accommodate this match. The citizens of Rogers, the Mayor and the Rogers Public School system have all recently invested in some tremendous facilities at two state-of-the-art high schools. The field house, gymnasium and commons area at Rogers High School certainly meet our needs for hosting the opening and closing ceremonies, meetings and the matches themselves."

Hobbs went on to comment about the excellent relationship the company has had with Western Kentucky University and the City of Bowling Green. "For years Western Kentucky University has been a great place to conduct our match", stated Hobbs, "and the city of Bowling Green has been very cooperative and supportive."

The Daisy IBBGCM attracts forty to fifty 5-meter teams, each of which has trained in shooting safety and marksmanship skills and become eligible to attend the IBBGCM by qualifying in their respective state matches. In 2009, forty-three teams of young athletes, shooting the Daisy Model 499 BB gun at 5 meters in four positions (standing, sitting, kneeling and prone), competed for this prestigious national title.

Daisy provides a \$1000 grant to each qualified team attending the IBBGCM. Team coaches use the grant money for equipment as well as travel expenses.

The IBBGCM not only attracts participant athletes, but coaches, parents and siblings, many of whom make a vacation out of attending the match. Additionally, Daisy hosts a 10-meter, 3-position pellet rifle match in conjunction with the IBBGCM, attracting athletes up to 18 years of age.

"We're grateful to the Rogers Convention & Visitors Bureau, Mayor Womack, the Rogers Lowell Area Chamber of Commerce and the Rogers Public Schools for making it possible for us to bring this significant match to Daisy's hometown," added Hobbs.