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Media Contact: Lea L Ramthun
DPMS Firearms, LLC
(320) 258-4448
lear@dpmsinc.com

or

Randy E. Luth
President – DPMS Firearms, LLC
320-258-4448
reluth@aol.com

NEWS RELEASE

Randy Luth Chosen *Outdoor Life OL-25's "Reader's Choice"*

DPMS Firearms President Honored During OL-25 Ceremony

St. Cloud, MN – Outdoor Life's online voters have chosen Randy Luth, President and Founder of DPMS Firearms LLC, as this year's OL-25 "Reader's Choice" recipient. Garnering an overwhelming 53% of the vote, Luth topped an impressive list of leaders, hunters, anglers, conservationists, and outdoor enthusiasts, all of who deserved the honor for their contributions to the outdoor community. So honored was Luth to be included with these outdoor pioneers that he and his wife, Pam Luth, personally donated $1000 to the Camp Compass Academy founded by John Annoni, an OL-25 honoree and *Reader's Choice* runner-up.

While accepting the award at the ceremony honoring the OL-25 for their dedication to the preservation, education and advancement of the outdoors, Luth cited his ongoing commitment, and that of DPMS Firearms, to promote the AR platform as a viable firearms option for hunters everywhere. "Though it has been, and remains, a constant struggle to change the perception of the "black rifle," 21st century hunters now have an alternative to the traditional rifles they grew up with," said Luth. "Multiple, large caliber offerings, fast follow up shots and the rugged dependability of the AR rifle make for an easy choice when heading into the field."

Luth went on to say, "I am proud to accept this award on behalf of every black rifle enthusiast and am humbled by the support that I received from: Michael Bane and *The Shooting Gallery*, Col. Robert Brown and *Soldier of Fortune*, the Freedom Group Family of Companies, Hornady Manufacturing and the entire AR-15.com community and many other friends in the industry. Words cannot adequately express the respect and admiration that I have for Outdoor Life and their commitment to support, rather than ignore, the AR-15/Black Rifle. Today's award truly validates the black rifle as a bona fide hunting rifle, and for that I an truly grateful." In recognition of Luth's selection as the Reader's Choice recipient, Outdoor Life Magazine will donate $1,000 to his charity of choice, the Sauk Rapids American Legion's Firearms Safety Group. The group works tirelessly in the Saint Cloud/Sauk Rapids, MN area to promote firearms safety and is located a short distance from DPMS Firearms.

About DPMS Firearms
DPMS Firearms, LLC is an industry leader in providing quality AR-style rifles, components and accessories. No other company offers more styles or configurations of AR rifles. DPMS provides choices for high-power and small-bore shooters by offering rifles and assemblies chambered in .204 Ruger, .223 Remington, 5.56x45 NATO, .243 Winchester, .260 Remington, 6.5 Creedmoor, 6.8x43 SPC, .30 Remington AR, .308 Winchester and .338 Federal.