



FOR IMMEDIATE RELEASE

Striker Brands Secures \$4.5 Million in New Financing

HUDSON, WI – August 2018 – Jim Poucher, President of Striker Brands, announces that the company has secured a new line of credit and term loan financing totaling \$4.5 million. “This additional financing will allow us to greatly increase production to meet the demand for our fishing apparel products”, he notes. “With a very fast-growing company like Striker Brands, where we frequently double in size from one year to the next, capitalization is extremely important and necessary to maintain operations and to finance year-around production of our products. As we partner with more and more retailers as a primary vendor, our need to fund merchandising and marketing programs is more important than ever.”

Striker Brands LLC is a maker of premium fishing apparel including ice fishing suits with built in flotation. With over 1,500 product SKU’s, Striker distributes its products through more than 600 retail stores and online e-commerce venues in the USA and Canada.