

MAXPEDITION. **AGR** *ADVANCED GEAR RESEARCH*

FOR IMMEDIATE RELEASE AUGUST 15TH, 2018

PRESS RELEASE

To industry leaders, media partners, influencers, and enthusiasts,

Hope you are having a great Summer! This is a message from Stephen Gamboa, Marketing Director at Maxpedition. I would like to introduce you to a couple of new products Maxpedition is releasing for the Fall 2018 season, expected to be in stock and available to ship in late August.

Adding to our Advanced Gear Research (AGR) line, we are proud to announce the 30L Riftblade™ and the 15L Riftpoint™ CCW Backpacks! These two new packs fill the gap for larger and smaller versions of our bestselling 23L Riftcore™ backpack, fulfilling what our customers have been requesting for the past year. Built to last and designed for maximum performance, these bags are sure to become fan favorites!

To better assist you in presenting these new items, we have created this press packet containing easy-to-use boilerplate copy of various lengths as well as downloadable images of product details and size comparisons.

We are very excited about this release and we hope you will be too, so please share with your readers, followers, and across your printed and digital assets.

If you have any questions about these new backpacks, about the AGR line, or about Maxpedition in general, please do not hesitate to contact me.

Thank you for your time and look forward to hearing from you!

Stephen Gamboa
Marketing Director, Maxpedition
310-768-0098 ext. 117
Stephen.Gamboa@Maxpedition.com

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Contact: Stephen Gamboa, Marketing Director
Telephone: 310-768-0098 ext. 117
Email: Media@Maxpedition.com
Website: www.Maxpedition.com

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90 words

For Fall 2018, Maxpedition introduces two(2) new backpacks in the Advanced Gear Research (AGR) lineup. Building upon the success of the Riftcore™ design introduced in early 2016, Maxpedition now offers the larger 30L Riftblade™ and the more compact 15L Riftpoint™ to round out this trio of ergonomic concealed carry capable backpacks. This latest release reinforces Maxpedition's mission in the creating of the AGR line: to build military-grade tactical gear based on cutting-edge research using custom developed materials & components and with modernized aesthetics. Maxpedition's pursuit of the best since 2003 has cultivated a clientele that has come to expect only products of uncompromising quality, durability and innovation.

30 words

For Fall 2018, Maxpedition introduces two(2) new concealed carry capable tactical backpacks - the larger 30L Riftblade™ and the more compact 15L Riftpoint™ - based on the bestselling Riftcore™ design.

15 words

For Fall 2018, Maxpedition introduces the 30L Riftblade™ and the 15L Riftpoint™ backpacks, based on the bestselling Riftcore™ design.

COMPANY BACKGROUND / 15 YEAR ANNIVERSARY

Founded in 2003, Maxpedition successfully optimized the design ethos of American military-grade MOLLE gear to suit the needs of everyday life and popularized its functionality to a global audience. Often imitated but never equaled, genuine Maxpedition gear is the benchmark against which others are compared, and it is trusted by special forces operators, law enforcement officers, adventure travelers and prepared citizens around the world. In 2018 and upon the foundation laid by its Legacy and AGR lines, Maxpedition builds the new Entity series of concealed carry products, further strengthening the Maxpedition brand umbrella of tactical carry solutions.

In 2018, Maxpedition celebrates its 15 year anniversary. The family-owned company is led by its founder, Tim Tang, and is headquartered in Los Angeles, California, USA.

Quotes by Tim Tang, president of Maxpedition

Since the inception of Advanced Gear Research in 2016, the Riftcore backpack has stood out as the best-seller of the AGR line. This season's introduction of the Riftblade and Riftpoint, after customers frequently requested both larger and more compact versions, was a natural and highly anticipated developmental progression.

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RIFTBLADE CCW-Enabled Backpack 30L



File Name: RBDGRY01, RBDTAN01, RDBBLK01
Caption: Available in 3 colors, Gray, Tan, black



File Name: RBDGRY02
Caption: Front view of Rifblade™
CCW-enabled backpack 30L



File Name: RBDGRY03
Caption: Front view of Rifblade™
CCW-enabled backpack 30L



File Name: RBDGRY04
Caption: Rear view of Rifblade™
CCW-enabled backpack 30L

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File Name: RBDGRY06
Caption: Quadruple side compression



File Name: RBDGRY09
Caption: Padded compartment with exterior loop field



File Name: RBDGRY10
Caption: Front admin compartment



File Name: RBDGRY11
Caption: Loop-lined middle compartment



File Name: RBDGRY12
Caption: Loop-lined middle compartment (props not included)



File Name: RBDGRY14
Caption: Two-way access to fully loop-lined rear CCW compartment with double-sided hook Security Lockout Strip included



File Name: RBDGRY17
Caption: Main compartment



File Name: RBDGRY18
Caption: Hydration reservoir can double as a laptop sleeve (fits up to 15")

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File Name: RBDGRY07
Caption: Removable or stowable padded waist belt



File Name: RBDGRY21
Caption: Laser cut ATLAS™ Attachment Lattice System to scale up with additional Maxpedition gear



File Name: RBDGRY25
Caption: Offered in 3 sizes
 Riftblade: 30L, Riftcore: 23L, Riftpoint: 15L



File Name: RBDGRY26
Caption: Two-way access to fully loop-lined rear CCW compartment with double-sided hook Security Lockout Strip included

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RIFTPOINT CCW-Enabled Backpack 15L



File Name: RPTGRY01, RPTTAN01, RPTBLK01
Caption: Available in 3 colors, Gray, Tan, black



File Name: RPTGRY02
Caption: Front view of Riftpoint™
CCW-enabled backpack 15L



File Name: RPTGRY03
Caption: Front view of Riftpoint™
CCW-enabled backpack 15L



File Name: RPTGRY21
Caption: Rear view of Riftpoint™
CCW-enabled backpack 15L

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File Name: RPTGRY07
Caption: Padded compartment with exterior loop field



File Name: RPTGRY08
Caption: Front admin compartment



File Name: RPTGRY10
Caption: Two-way access to fully loop-lined rear CCW compartment with double-sided hook Security Lockout Strip included



File Name: RPTGRY09
Caption: Main compartment



File Name: RPTGRY15
Caption: Main compartment rear sleeve fits 13" laptop



File Name: RBDGRY29
Caption: Offered in 3 sizes
Riftblade: 30L, Riftcore: 23L, Riftpoint: 15L

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File Name: RPTGRY20
Caption: Riftpoint 15L CCW-enabled backpack

File Name: RPTGRY19
Caption: Two-way access to fully loop-lined rear CCW compartment with double-sided hook Security Lockout Strip included



File Name: Riftblade&Riftpoint_editorial1
Caption: For Fall 2018, Maxpedition introduces the 30L Riftblade™ and the 15L Riftpoint™ backpacks, based on the bestselling Riftcore™ design.

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File Name: A7446

Caption: A sniper, using the Riftblade as his rifle rest, and his spotter, wearing a matching backpack, prepare to take a shot.



File Name: A7350

Caption: Live-fire training with Riftpoint, Riftcore & Riftblade backpacks (from left to right)

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File Name: A6095

Caption: For Fall 2018, Maxpedition introduces the 30L Riftblade™ backpack, based on the bestselling Riftcore™ design.



File Name: A6076

Caption: For Fall 2018, Maxpedition introduces the 15L Riftpoint™ backpack, based on the bestselling Riftcore™ design.

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