

TO: ALL OUTDOOR MEDIA

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Rockcastle Shooting Center in Kentucky Hosts Successful 2011 Shooting Industry Masters Event

Park City, KY – July 29, 2011 Park Mammoth Resort and Rockcastle Shooting Center rolled out the welcome mat for a record breaking attendance at the Shooting Industry Masters. 375 registered shooters consisting of 82 teams, a 36% increase over last year's attendance, gathered to relax and enjoy two days of shooting various courses of fire using handgun, rifle and shotgun. An unprecedented number of 192 local volunteers provided visiting guests with local lore, transportation and hospitality. Boy Scouts, 4-H Clubs and the Bowling Green Junior Baseball team along with the assistance of university professionals, the local county tourism and chamber of commerce gave freely of their time.

Visiting industry executives and participants offered the following comments and observations:

Joe DeBergalis, NRA Board Member and Chairman of the NRA's Education and Training Committee said "I was genuinely pleased to see such the tremendous turnout of industry participants. The Noble family has worked diligently to make Rockcastle Shooting Center into a facility that offers all sorts of surprises for the shooting enthusiast at all levels to enjoy."

Tom Fuller, National Sales Manager for Military Division of Bushnell Products commented, "This was my first Shooting Industry Masters and I was thoroughly impressed how the industry came together to grow and further the sport. Thanks to all of the sponsors, this was a first class event, we were proud to be a part and look forward to returning next year."

Stephen McKelvain, Vice President of Marketing and Communications for Benelli USA, noted, "This was my first time participating in the Masters which creates wonderful opportunities for the industry folks to get together. The venue at Rockcastle Shooting Center is the perfect spot to host this large event. While the details and logistics involved were enormous, it was the southern hospitality displayed by the staff and the local volunteers that were memorable."

Tate Moots, Professional Shooter added, "Rockcastle Shooting Center is so beautiful that I will be returning with my family to enjoy all its amenities. The various cooling stations throughout the property manned by volunteers handing out cooling towels were refreshing to offset the hot weather we experienced."

Randy Molde, Academy Director for FMG, said, "My favorite part of the Shooting Industry Masters is to observe the smiling participants going off in their golf carts to the side matches where they share the excitement and camaraderie of their peers. The facility at Rockcastle Shooting Center is amazing and has unlimited possibilities for future events. All of the volunteers were very enthusiastic, well coordinated and very friendly."

Nick Noble, CEO of Park Mammoth Resort and Rockcastle Shooting Center added, "We thank FMG publications for selecting us to host the 2011 Shooting Industry Masters. We hope by welcoming all of the industry to our destination resort, many will recognize we are the perfect fertile ground to host corporate sales meetings, training and educational seminars, sponsor shooting events in addition to our planned Cedar Pointe corporate cabins, makes Park Mammoth Resort and Shooting Center the ideal turnkey facility for the entire shooting community."

The 2,000 acre Park Mammoth Resort features a 100 guest room lodge, restaurant facilities, conference rooms, 18-hole regulation golf course and is home to Rockcastle Shooting Center. Developing into the nation's premier shooting sports resort, the center offers a 15-station Sporting Clay course, 5 Stand, Pistol and Rifle Ranges out to 1,500 yards, a SASS Range and two 3D Archery Ranges.

For information of scheduled events at Rockcastle Shooting Center and amenities offered by Park Mammoth Resort, visit <http://ParkMammothResort.us> or email guest client services at info@parkmammothresort.us. Media members may contact Lisa G. Cinquino at Whistle Communications, cinquinol@aol.com or call (203) 881-8381.

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