

ANSCHÜTZ Opens its own Branch of Operations in CANADA

Ulm, Germany, April 15th, 2018 / **J.G. ANSCHÜTZ GmbH & Co.KG** is very pleased to announce today the official Introduction of their Importation & Distribution Center located in Canada.

ANSCHÜTZ have chosen not to partner with an existing distributor, but rather to form a new Company as an extension of the parent company; J.G. ANSCHÜTZ GmbH & Co.KG, in Germany, to take the well recognized premium brand in their independent and own hands. This will ensure complete dedication to the ANSCHÜTZ product line.

HUNTING ANSCHÜTZ CANADA will be based in Nova Scotia, and given the proximity to the Port of Halifax, will allow ANSCHÜTZ to supply customers by minimizing transit times, reducing operating costs and adding value for their customers. Halifax is two full days closer to Europe for container shipments by sea than any other Port on the Atlantic Coast. Combined with the reduction or elimination of a number of tariffs from the updated Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union, this creates a positive position as a Canadian importer and as an exporter from Germany.

BIATHLON ANSCHÜTZ CANADA will focus on the importation, distribution, dealer development and service of all ANSCHÜTZ Hunting, Biathlon, Target Line Rifles plus a full range of replacement Parts and Accessories. This improvement will streamline the importation of products, offer a wider range of rifles, a larger standing inventory, and soon feature a dedicated service center just for ANSCHÜTZ customers. Full warranty support will be available with factory trained personnel. This will be a big step forward to customer satisfaction and needs.

Jochen Anschütz is looking forward to this exciting new chapter in the Company history, and together with the new team at ANSCHÜTZ CANADA, Jochen is confident that ANSCHÜTZ will continue to uphold the customer expectations with their premium products and the new service support.

ANSCHÜTZ CANADA does not sell products directly to the end consumer, only through a Dealer Network. For information about any of the ANSCHÜTZ product line, Biathlon, Match or Hunting do not hesitate to contact their new branch in CANADA directly.

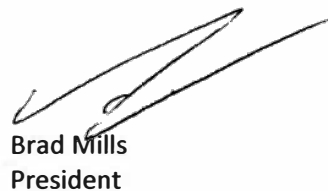
TARGET For further details about ANSCHÜTZ CANADA, please visit ANSCHÜTZ website: www.anschutzcanada.com

Sincerely,



Jochen Anschütz
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