



FOR IMMEDIATE RELEASE

OTIS INTRODUCES A CLEANING SYSTEM SPECIFICALLY TARGETED TO THE YOUTH MARKET

Otis Technology, the world leader in gun cleaning, introduces the Lil' Pro Cleaning System at the 2010 SHOT Show. The Lil' Pro is the ideal way to introduce a new shooter to the tradition of proper firearm maintenance. An ideal gift that allows parents or grandparents to share the shooting sports legacy.

The youth shooting segment represents a significant sales opportunity as new shooters "gear up" when entering the sport. Introducing the next generation to shooting sports always includes careful instruction on firearm cleaning and care. Otis introduces the Lil' Pro Cleaning System as the ideal starter kit to equip young shooters with the best tools for the job. The same type of tools used by professional guides and the US Military. Included in the kit is a thorough "how to properly clean your gun" CD that provides easy to follow, visual based instructions. The CD focuses on the proper Breech-to-Muzzle approach that ensures all dirt and debris are pulled away from the chamber and action.

The Lil' Pro will clean all rifles and pistols from .17-.25 caliber, as well as .410 & 20 Gauge shotguns. Included in the Lil' Pro Cleaning System is everything needed to properly clean your firearm. The kit features Otis' new contour bore reflector, which allows you to inspect the bore and also doubles as a flag safety. When you insert the flag safety into the action and close the bolt, it visibly shows the firearm is unloaded. T-handles, which attach to Otis' Memory-Flex® cables, are also included in this system for ease and added comfort while pulling a brush or patch. Obstruction removers knock out obstructions such as mud, snow or even a stuck bullet or case. Completing this system are (10) 2" and (10) 3' Otis patches, Otis O85 solvent, lubricant and preservative, Tufcor™ bore brushes and Otis' new .17 cal Mongoose brush. This brush and swab combo allows for a quick cleaning in the field.

Otis Technology is known for manufacturing the most advanced gun cleaning systems available. The superior Breech-to-Muzzle design combined with unmatched quality has positioned Otis as the standard issue gun care system to the US Military. Founded in 1985, Otis Technology is now celebrating its 25th Anniversary.

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For more information on this Press Release or any products included in our release log onto otisgun.com or contact
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