

**FOR IMMEDIATE RELEASE: FEBRUARY 3, 2021**

## ***Federal Premium Named the Official Ammunition and Affiliate Sponsor of the 2021 Precision Rifle Series Season***

**Jackson, TN.** – Precision Rifle Series (PRS) LLC., the preeminent precision rifle organization in the world, dedicated to the promotion and growth of the sport of competitive precision rifle shooting, is thrilled to welcome, for the third year in a row, Federal Premium as the Official Ammunition of the PRS and welcome them aboard for the 2021 season as an Affiliate Sponsor of the Precision Rifle Series!

“We are thrilled to officially announce our 2021 partnership with Federal Premium as the Official Ammunition of the Precision Rifle Series for yet another exciting season! Federal Premium produces the industry's widest variety of ammunition and offers a multitude of products used every day by top PRS competitors. Their persistent commitment to ammunition advancements and world-class long-range accuracy make them optimal partners of the largest precision rifle organization in the world.” said PRS Owner and Director Shannon Kay.

The Federal Premium team has been nothing short of first class in their support of the PRS and our shooters. Federal's Gold Medal® Match ammo is one of the one of the most trusted factory rifle ammunitions in the PRS and Federal Premium Gold Medal® Match Primers are relied on by PRS shooters across the nation. Federal offers a custom shop for ammunition made from the most exceptional brass, primers and propellants for our shooters who want to reload, but simply do not have the time. Beyond their award-winning ammunition, we cannot say enough about Federal's undeniable efforts to get to know PRS shooters and their needs on the firing line.

The Federal team this year will again be one of the primary sponsors for our most elite series, the PRS AG Cup Series. In conjunction with their AG Cup series support, Federal will be the title sponsor of two PRS Pro Series competitions this year. Brand new for 2021, the PRS Pro Series match “Federal King of Coal Canyon” will take place in Raton, New Mexico on May 22-23, 2021. In addition, Federal will again be the title sponsor of the third annual Federal Gold Medal Match to be held at Alabama Precision on September 11-12, 2021. Both events have been rightfully named PRS Pro Series Qualifiers and will be amongst the most well attended and competitive matches of the season. Federal is also sponsoring all 45+ PRS Pro Series competitions this season with a variety of coveted Federal Premium products.

The PRS also looks forward to working with the Federal team to successfully leverage the partnership to directly support membership, elevate national pro series competitions, and grow the sport. The PRS will host over 45 of the most renowned national level precision rifle competitions in the nation, with the 2021 PRS pro Series Finale taking place November 5-7, 2021 at the NRA Whittington Center in Raton, New Mexico, where Federal will be sponsoring the event.

For more information on the Precision Rifle Series, please join us at: <https://www.precisionrifleseries.com/>  
To learn more about Federal Premium visit: <https://www.federalpremium.com/>

### About Federal:

*Technology is the lifeblood of Federal® Ammunition, and it's been pumping through our veins since 1922. That's when our founding president, Charles L. Horn, started a culture of innovation that has guided everything we've done for nearly a century, turning a company that began humbly in Anoka, Minnesota, into one of the world's largest producers of sporting ammunition.*

*It's led to the development of thousands of specialized, high-quality shotshell, centerfire and rimfire loads for hunters and shooters. It's instilled manufacturing and quality control processes that have made our ammunition the most trusted*

**Precision Rifle Series, LLC**

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*in the industry. Every day we manufacture products to enhance our customers' shooting experiences and provide an ideal choice for any pursuit. It's what makes us the most complete ammunition company in the business. Today, we carry on Horn's vision for quality products and service with the next generation of shooters. With our CEO Chris Metz at the helm, we maintain our position as experts in the science of ammunition production.*