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Press Release From Barrett®

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## **BARRETT MRAD™ RECEIVES GOLDEN BULLSEYE AWARD FOR 2012 RIFLE OF THE YEAR FROM THE NRA PUBLICATION, SHOOTING ILLUSTRATED**

(Murfreesboro, TN) Barrett, a company world renown for providing high-end firearms, optics, ammunition and training, is honored once more with a Golden Bullseye Award from an NRA Publication. In 2010, the Barrett Model 98B® was named the American Rifleman, Rifle of the Year. Now for 2012, Shooting Illustrated honors the new Barrett MRAD bolt action .338 Lapua Magnum rifle with the same prestigious title.

Winners are chosen by a seven-member committee consisting of editors, graphic designers and veteran NRA Publications staff, representing more than a century of collective experience in shooting and hunting for the purpose of acknowledging the finest products available in shooting sports. To qualify for consideration for a Golden Bullseye Award, the MRAD met the following criteria:



- Recently introduced and available to consumers prior to the selection for the Golden Bullseye Awards
- Used/tested by a staff member or regular contributor to the magazine and/or affiliated media
- Reliable in the field, meeting or exceeding the evaluator's expectations
- Innovative in design and function
- Readily perceived as a value to the purchaser
- Styled in a manner befitting the shooting and hunting industry, and perhaps more importantly, its enthusiasts

“The Golden Bullseye Award honors our winners for bringing to market products remarkable in their utility to shooters and hunters,” said Joe H. Graham, Executive Director of NRA Publications. “The award is a symbol of excellence and innovation in firearms, accessories and related equipment.”

The MRAD offers a more portable marksmanship solution capable beyond 1500 yards. Additionally, the MRAD has caught the attention of discerning clients who appreciate this rifle's ultimate accuracy and operational enhancements. The MRAD follows in the tradition of the Barrett M107, where durability and ruggedness meet precision and accuracy.

Barrett will be presented with the Golden Bullseye Award for 2012's Rifle of the Year at the 2012 NRA Annual Meeting and Exhibits in St. Louis, Missouri, on Friday, April 13<sup>th</sup>, 2012. In addition to the trophy, the Barrett MRAD will be featured in an editorial overview of the Golden Bullseye Awards in the April issue of American Rifleman and American Hunter and the May issue of Shooting Illustrated.

Barrett is a family owned and operated company specializing in .50 BMG rifles. Barrett manufactures rifles, ammunition, optics and other related accessories for civilian sport shooters, law enforcement agencies, the United States military and over 63 foreign allied militaries worldwide. For more information please go to [barrett.net/press](http://barrett.net/press) or contact the above listed.