



FOR IMMEDIATE RELEASE
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**TEXAS ARMAMENT & TECHNOLOGY/AGUILA AMMUNITION ANNOUNCES
IMPROVED ONLINE PRESENCE WITH NEW WEBSITES AND SOCIAL MEDIA**

CONROE, TEXAS – January 18, 2016 – Texas Armament & Technology (TxAT)/Aguila Ammunition is excited to announce the release of their redesigned websites, tx-at.com and aguilaammo.com, and new presence on various social media platforms. The expanded digital involvement is part of an overall rebranding campaign for 2016.

“The new websites are responsive, better showcase our products, and offer FAQ’s and a dealer locator. They will be easier to navigate and promote the fresh new look of the company,” states Kristi Drawe, Director of Marketing for TxAT/Aguila Ammunition. “Launching our social media platforms in unison with our web launch was necessary in order to elevate our online visibility and the evolving Aguila brand.” The company can now be found on [YouTube](https://www.youtube.com), [Twitter](https://twitter.com), [Facebook](https://www.facebook.com) and [Instagram](https://www.instagram.com).

This year is shaping up to be exciting for TxAT and Aguila Ammunition. TxAT can now showcase their defense services as well as expand upon their distribution services with the use of their new website. TxAT has the knowledge and expertise to bring brands to market both domestically and abroad by providing go-to-market strategy, planning, logistics and operational optimization implementation, just as they are doing with Aguila.

In addition to improved online presence and the new branding campaign which promotes the slogan “Feed Your Firearm” for Aguila, an expanded product line, new packaging, as well as a complete mainstream media plan consisting of TV commercials, radio spots, digital and print ads, and more industry involvement are scheduled for 2016.

About Aguila Ammunition

Aguila Ammunition, founded in 1961, is manufactured in Cuernavaca, Morelos, Mexico by Industrias Tecnos, S.A. de C.V. As one of the largest rimfire manufacturers in the world, Aguila utilizes cutting-edge technology to manufacture quality rimfire, centerfire and shotshell ammunition. Aguila offers a complete range of products for the self-

defense, sport shooting, hunting, law enforcement and military markets. Texas Armament & Technology is the exclusive North American distributor for Aguila Ammunition.

About Texas Armament & Technology

Texas Armament & Technology (TxAT) is a veteran-owned business, and is the exclusive distributor of Aguila Ammunition in the U.S. and Canadian markets. TxAT's mission is to provide technical support and assist in selecting the best ammunition, equipment, and training for customer requirements – ranging from weapons to counterterrorism and national security. TxAT also provides training, consulting services and technical support for clients in the aerospace and defense industries.

For more information on TxAT or Aguila Ammunition, visit the company websites at www.tx-at.com or <http://www.aguilaammo.com> or contact:

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