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**TEXAS ARMAMENT & TECHNOLOGY AND AGUILA AMMUNITION  
WELCOME MARKETING COORDINATOR**

**CONROE, TEXAS- February 16, 2017** – Texas Armament & Technology (TxAT) and Aguila Ammunition are pleased to announce the addition of Patty Cuellar as the companies' Marketing Coordinator. Ms. Cuellar will be responsible for managing all special events and marketing activities for TxAT. She will also coordinate the development of collateral and brand communication materials, manage the trade show process, and implement new trafficking and inventory systems. This is a new role at TxAT.

"With her specialties in marketing, sales operations, project coordination and management, Patty has already been a huge asset to our company. Her outgoing personality and willingness to jump in and assume responsibilities in a new industry so quickly has me very excited about her future here," states Kristi Drawe, Director of Marketing for TxAT/Aguila Ammunition. "Our company is experiencing rapid growth. We needed someone with Patty's diverse background to help us navigate through our growth successfully and we are thrilled that she is part of our team."

"Joining the TxAT/Aguila team has definitely been a "baptism by fire" going straight into SHOT Show after week one, but it's been very exciting working alongside Kristi and the team," says Cuellar. "It's great being a part of a group with such knowledgeable, successful and well-respected individuals. The people and the trajectory of the company make it clear to me, why and how there are so many fantastic things in the works. "

Previously, Patty acted as the Marketing and Business Development Manager at Distribution By Air (Houston) where she managed and supported all sales operations and activities including marketing, building key customer relationships, and managing existing clients. Her previous employment also includes Engineering Program Coordinator at General Electric, Project Manager and Coordinator at TarrenPoint (formerly The Integrity Group), and Account Executive at Valpak Direct Marketing Systems, Inc., Archant Media Ltd. (Norfolk, England, UK), and LatinWorks. She's a University of Texas at Austin graduate where she received her B.S. in Advertising from Stan Richards School of Advertising (Moody College of Communication) and was part of the Business Foundations Program at the McCombs School of Business.



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### **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 Aguila Ammunition, visit the company website at [www.aguilaammo.com](http://www.aguilaammo.com) or contact:

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