



News Release

For Immediate Release

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**UMAREX USA INTRODUCES
.22 LR COLT GOVERNMENT 1911 SERIES**

FORT SMITH, ARKANSAS – (May 13, 2010) – Umarex USA, the leader in firearm replication, introduces the Colt Government 1911 chambered in .22 L.R. The dedicated .22 long rifle (LR) platform is a new, licensed reproduction available in three rimfire variants—Government models 1911, 1911 Rail Gun, and 1911 Gold Cup.

Umarex USA introduced the Colt M4 and M16 Tactical Rimfire replicas in 2009 and is continuing its relationship as United States importer for Colt .22s manufactured by Carl Walther Germany under license from New Colt Holding Corporation. Adam Blalock, President and CEO for Umarex USA said, “.22 caliber pistols are utilized for their cost economy and target shooting capabilities. Our team is absolutely stoked about this opportunity to offer shooters a high quality authentic Colt 1911 .22 pistol! And the timing couldn't be better, with the 1911 celebrating 100 years.”

All three Colt Government rimfire models are dedicated .22 L.R.s, but they're engineered in true replica form with fully functioning thumb and grip safeties and the 1911's authentic half-cock mechanism. Grips and sights can be interchanged with after-market accessories. The Rail Gun incorporates original features like a skeleton trigger, combat-style sights, beavertail grip safety, extended thumb safety, and a commander-style hammer.

“There are already a couple of .22 caliber 1911 pistols on the market, but none bear Colt's trademarks, full functionality, and quality,” said Richard Turner, Vice President of Sales & Marketing for Umarex USA. “If the barrel size was the same, you wouldn't know the difference by just looking at it.”

The new Colt .22 replicas will be available through select distributors, local firearm dealers and some national retailers beginning in November 2010. They will come with one 12-round magazine and retails will range from \$399 to \$450 depending on the model.

For additional information visit <http://www.Colt22Rimfire.com>.

Umarex was established in 1972 as “Uma Mayer Ussfeller GmbH” and served the market for tear gas and signal pistols followed by air rifles. After acquiring Reck Sportwaffen Fabrick Karl Arndt, they reorganized ultimately under Umarex. The company's Reck PK 800 enjoys worldwide acclaim and appears on the market as the perfect replica of the Walther PPK. Umarex has now become the largest maker of replicas by offering numerous German-made air guns, tear gas, signal pistols and replica firearms. Umarex is Europe's largest marketer of air rifles and Umarex USA is North America's fastest growing airgun and replica rimfire gun company. Umarex USA markets their airguns, airsoft, paintball and rimfire products under famous brands such as Walther, RWS, Smith & Wesson, Browning, Heckler & Koch, Ruger, Beretta, Colt, Magnum Research and others. For additional information regarding Umarex USA visit www.UmarexUSA.com.