

BIG ROCK SPORTS EXPANDS INTO TAXIDERMY SUPPLIES

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Big Rock Sports, LLC announced today that it has expanded into the taxidermy supplies category by acquiring Head Quarters Taxidermy Supply, based in Raleigh, North Carolina. Head Quarters has been serving taxidermists throughout the United States since 2007. This acquisition combines one of the fastest-growing taxidermy supply distributors in the United States with Big Rock Sports' decades of experience in the hunting and fishing industry. Acquiring Head Quarters (HQ) Taxidermy Supply will allow Big Rock Sports to provide the resources and industry connections to offer a better, more comprehensive experience for taxidermists across North America.

"The team at HQ has built strong relationships with award-winning taxidermists and sculptors and earned a reputation for providing innovative products that feature the highest levels of form, fit, lifelike accuracy and ease-of-use for the taxidermist," said Ed Small, CEO of Big Rock Sports. "HQ is also known for their outstanding industry knowledge and customer service, making them an ideal fit for Big Rock."

"Developing new, unique products has always been a priority at Head Quarters," said Rick Morgan, President and founder of Head Quarters Taxidermy Supply. "Partnering with Big Rock Sports, the outdoor industry's largest distributor, will give us the resources to add new sculptors and diversify into other species and other categories. With Big Rock's world-class distribution and marketing capabilities, HQ will now be better able to support taxidermists throughout North America."

As a part of this deal, HQ has also signed exclusive agreements with World Champion sculptors Gene Smith, Aaron Connelly and Dawayne Dewey to continue providing sculptures for HQ. Head Quarters Taxidermy Supply will remain based in Raleigh, North Carolina with Rick Morgan serving as President, and Jeremy Morgan serving as Vice President.

Big Rock, a long-time and staunch advocate for the hunting and fishing industry, has consistently worked to protect and preserve the industry for generations to come. Actively involved in the National Shooting Sports Foundation (NSSF), the National Rifle Association (NRA), the U.S. Sportsmen's Alliance (USSA), the Youth Shooting Sports Alliance (YSSA), the American Sportfishing Association (ASA), Take a Kid Fishing Foundation (TAKF), Keep America Fishing, the Recreational Boating and Fishing Foundation (RBFF) as well as numerous other local hunting and fishing conservation groups, Big Rock continues to be at the forefront in protecting and preserving hunting and fishing. Visit BigRockSports.com/Advocacy for more information on Big Rock's advocacy efforts.

Bellmark Partners in Cleveland, Ohio, assisted Big Rock with this transaction.