

News for Immediate Release

Press Contact: Timothy Kent- T-13 Creative, LLC
Tim@t13creative.com
585.738.7638

Corolla Capital Management Sees Hot Buy in Hot Shot Archery

Logan, UT- Corolla Capital Management, LLC owner of several quality outdoor brands such as Cajun Archery, Aborigine Blowguns, Tusker Broadheads and The Plucker has recently purchased Hot Shot Archery of Orem, Utah. Best known for their archery releases, Hot Shot is home to several high-quality bowhunting accessories including quivers and other release components.

“The purchase of Hot Shot was really a no-brainer for us. The product is as solid as they come, with proven technology and innovation. Unfortunately, for the last few years they just haven’t been active in the marketplace. We’re excited to see what we can achieve with this brand and we’re optimistic about Hot Shot’s future”. Stated Dave White of Corolla Capital Management.

Started in 1975, Hot Shot Archery was one of the Archery Industry’s first manufacturers of mechanical release aids. Their innovations set the benchmark for mechanical releases and revolutionized the industry as a whole. During the company’s 30+-year tenure, Hot Shot created, developed and marketed many popular release aids- many of which are still used by archers today.

Corolla Capital Management, LLC joined the ranks of the hunting fraternity in 2005 with its’ initial purchase of Cajun Archery. Since then, CCM has acquired several other manufacturers and maximized their potential via stringent production standards, quality product design, a dedication to excellent service and a top-notch management team.

Hot Shot headquarters were moved from Orem to Logan, Utah on March 19th, 2008 where they will resume assembly and production of the existing HotShot product line. For now, the product line will consist of past offerings as Corolla calculates their approach for the rest of the 2008 calendar year and 2009.

“For the remainder of 2008 we’re focused on working on Hot Shot’s branding. For the most part our focus is to gauge how the market adapts to us marketing again and go from there. We really feel like this company has a bright future and are excited by the challenges ahead of us.” said, Dave White.

Stay tuned for more information and developments from Hot Shot Archery- the best is yet to come.

