

News for Immediate Release



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**Hot Shot's Infinity Release Named Inside Archery's Best Buy Awards
Honorable Mention In The Hunting Release Category**

Logan, UT- Building upon an impressive head of steam, Hot Shot Manufacturing has captured the prestigious title of Honorable Mention in Inside Archery Magazine's annual Best Buy Awards survey.

For years Inside Archery Magazine has polled archery retailers across the country in an effort to truly understand which products led the archery industry in sales. The survey, which encompasses a wide range of archery products, takes into account individual comments about how each category choice helped retailers boost sales and profits. It also focuses on an extremely important aspect of customer satisfaction in the crucial time following the completion of a sale.

It seems as if Hot Shot Manufacturing made quite an impression considering the positive response from retailers concerning their Infinity release. In just one year the reinvented company produced a release aid that hunters, pro shops, and distributors have recognized as a top-quality product that delivers as promised. To top it off, the inclusion in the honorable mention category of the Best Buy Awards has proven that the Infinity has taken a strong stance amongst stiff competition.

"We are extremely pleased to be named in the Best Buy Awards that Inside Archery Magazine compiles each year. Dealers, retailers, and hunters know that these awards come straight from the people that have a deep understanding of archery products, and we are honored to be a part of it," said president of Hot Shot Manufacturing, Dave White.

For more information on the new Infinity or the rest of the Hot Shot line up visit www.hotshotmanufacturing.com or call (800) 551-3076.

