

News for Immediate Release



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Hot Shot Manufacturing Introduces The Stan Potts Signature Series Release Aid

Logan, UT- Seen on numerous television shows and DVD series, various advertisements and co-host of the popular North American Whitetail TV; Stan Potts is a household name among whitetail enthusiasts and big game hunters alike. For the better part of the last 40 years this outdoor icon has traveled the globe in search of trophy animals all while doing so with what he refers to as “that little red release” faithfully suspended from his bow string. For 2011 Hot Shot manufacturing is pleased to announce the Stan Potts Signature Series release aid - a little red release on steroids.

Framed on the concept of Stan’s famous “little red release” and the current Hot Shot Tempest, Stan’s namesake accessory is a technological quantum leap from the release that’s spanned the career of this bowhunting superstar. Produced for passionate bowhunters, the Stan Potts Signature Series is designed for a perfect ergonomic fit and boasts additional surface area on the handle for unparalleled comfort. By adding surface to the handle’s face where an archer’s fingers touch, Hot Shot has eliminated annoying finger tingle, numbness and dead hand. Hot Shot’s exclusive 2-Thirds™ case design creates a space where each internal part stays in place eliminating wear misalignment and misfires, which of course is pinnacle while taking shots at big game. Precision milled from high-grade aluminum for extreme durability and anodized to red luster on one side and a deep black on the other, this release is not only distinctive in it’s styling but maintains a similar look to Stan’s original trusted counterpart.

Equally suited for the wood lot or target range, the Stan Potts Signature Series is available in three- and four-finger models with single-screw adjustment for trigger travel and trigger tension, while a multiple axis thumb post allows boundless projection, tilt and distance adjustment equaling an exact-fit for any hand size or shooting style.

The silky-smooth and ultra-crisp internal mechanism and hook feature Hot Shot’s exclusive Titanium-Diamond Nitride™ coating and hardening process that equal stronger parts with

60-percent less friction than 440 Stainless Steel. This process pledges a hook and sear system that won't exhibit any brittleness under even the most extreme working temperatures from Canada's most extreme northern whitetail range to the foothills and canyons of Arizona's Coues deer country. This Hot Shot exclusive process allows the release's internal parts to be cut from a softer metal, creating more precise angles and tighter tolerances. However, don't confuse soft metal with decreased quality. Hailing from an Aerospace pedigree, this unique process creates rock-solid parts with a surface hardness of over Rockwell 70!

Hot Shot Manufacturing began in 1975 and for over 30 years has been a staple in the release aid business. After changing hands in April 2008, Research and Development of Hot Shot's 2011 product lineup has been under way. During this time a group of dedicated and knowledgeable engineers, hunters, target archers and non-archery related individuals have painstakingly reviewed and designed what those associated with Hot Shot believe to be one of the industry's most comprehensive, practical and well-designed release aid line. For 2011, Hot Shot Manufacturing will be offering

(seven new release designs in three respective release categories, The Infinity index finger release, Tempest T-handle thumb button and X-tacy back tension.)

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