



News Release

For Immediate Release:

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Daniel Defense to Unveil New Products at 2018 SHOT Show

BLACK CREEK, Ga. — Daniel Defense, manufacturer of the world’s finest firearms and accessories, will be one of the premier exhibitors at the 40th Annual SHOT Show in Las Vegas, Nevada next week. The show, which takes place from January 23-26, will be held at the Sands Expo and Convention Center. Daniel Defense will be located in Booth #20371 and introducing a variety of new products including recent additions to its AR pistol line.

“We’re excited to be back in Vegas this year as an exhibitor and corporate sponsor of the 40th anniversary of SHOT Show,” said Daniel Defense President and CEO, Marty Daniel. “Each year we look forward to meeting with our customers and partners and sharing what the year holds for not only us but the industry as a whole.”

Attendees can expect to see an array of new products from Daniel Defense including the DDM4V7 P, a highly maneuverable and compact AR pistol, which comes complete with an SB Tactical pistol brace. Additionally, the company will be launching its brand-new line of optics mounts and three new sunglass styles from the Daniel Defense Oakley SI collection.

Daniel Defense will also be hosting a live video segment from its recently launched interactive training program at the booth on Friday, January, 26th at 12:30 PM ET. The program will be airing on BrandLive, a video streaming platform, which gives the company the ability to interact directly with customers in real time. To learn more and register for the event, visit daniel-defense.yourbrandlive.com/c/show-show-2018.

In addition to live video streaming, Daniel Defense will be posting updates straight from the booth on all of its social media feeds. Fans can expect to find exclusive coverage and interviews from special guests such as Daniel Defense Brand Athlete and world-renowned hunter, Eva Shockey, and Daniel Defense Brand Ambassador Graham Allen, an 11 year Army veteran and social media sensation known as the “Daily Rants Guy.” To stay up to date on the latest from Daniel Defense and SHOT Show 2018, follow @DanielDefense on [Facebook](#), [Twitter](#), and [Instagram](#).

About Daniel Defense:

Daniel Defense is a family owned and privately held firearms manufacturer located in Black Creek, Georgia. Founded in 2001 by President/CEO Marty Daniel, the company was born from Marty’s vision to create custom rifle accessories for his personal rifles. Sixteen years later, Daniel’s concepts have evolved into one of the most recognizable brands in the firearms world, consisting of the world’s finest AR-15 rifles and accessories for civilian, law enforcement, and military customers. Daniel Defense’s iconic brand remains unmatched in quality, precision, and world-class customer service. To learn more, visit: <https://danieldefense.com/>.

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