



FOR IMMEDIATE RELEASE
January 10, 2014

FOR INFORMATION CONTACT:
Brian D. Johnson
920.387.6020

MEC LAUNCHES NEW PRODUCTS AND SHOOTING SPORTS WEBSITE
Website Features New Clay Target Machines and MEC Shotshell Reloaders Products

Mayville, Wis. – Mayville Engineering Company (MEC) today launched a new website to promote its shooting sports products. MEC is well known for its Shotshell Reloaders having sold over 2 million worldwide and recently acquired APEX Clay Traps to enter the clay target market. The www.mecshootingsports.com website features the new MEC Clay Target Machine product offering that is manufactured by the company in Wisconsin.

“We’re very excited to launch this new website and introduce the MEC Clay Target Machine product line,” said Robert Kamphuis, chairman, president and CEO of MEC. “MEC has been in the shooting sports business for over 50 years with our highly successful shotshell reloader products and adding the clay traps is an excellent expansion of this business,” Kamphuis continued.

As part of the acquisition of APEX, Simon Hurley brought his knowledge and expertise of the clay target business to MEC as the product manager for the line. “This new product line leverages the manufacturing strengths of MEC and customers will really appreciate the quality of the product,” stated Hurley. He continued, “The products are the best in the industry and the pricing is very advantageous for customers because of MEC’s size, design engineering and manufacturing capabilities. I couldn’t be more excited about what we’re bringing to the market.”

The new www.mecshootingsports.com features a complete online product catalog for both the clay target machines and shotshell reloaders. Customers can locate their local MEC dealer or purchase online in a state-of-the-art e-commerce store. “The site includes a tremendous amount of information and helpful videos for our customers to learn more about our products and how to use them,” said Shawn Wozniak, sales and customer service manager for the shotshell reloader products. “Many customers will also visit the site often to take advantage of the shooting sports lifestyle section that includes information on how to improve their clay target shooting and calculate how they can save money reloading their own shotshells. We’re fortunate to have a large customer base and we feel it is important to provide them with tools that will help them enjoy their sport,” Wozniak continued.

The company will be exhibiting at the upcoming SHOT show in Las Vegas January 14th through the 17th. Visit www.mecshootingsports.com for MEC’s booth locations and to explore the new website.

###

About Mayville Engineering Company

Headquartered in Mayville, Wis., MEC has become a manufacturing company where employee shareholders are creating outstanding value and support every day for their customers and communities in which they live and work. MEC is the world’s leading producer of reloading tools for shotgun shells having sold over 2 million worldwide. In 2013, MEC acquired APEX Clay Traps and introduced MEC Clay Target Machines. MEC’s Clay Target Machines

are built with the same quality, value, reliability and backed by the customer service that shooting sports enthusiasts the world over have come to know and expect from MEC. More information can be found at www.mecshootingsports.com.