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**5.11 TACTICAL® TO SHOWCASE NEW MEN'S TACTICAL APPAREL  
AT THE 2014 NSSF SHOT SHOW®**

*Leading Innovator in Tactical Gear will Feature New Ridgeline Pant and Traverse Shirt at its SHOT Show Booth*

**Modesto, Calif., Jan. 10, 2014**—5.11 Tactical®, the global innovator of tactical gear, today announced that it will feature two new items from its men's apparel line—the Ridgeline Pant and Traverse Shirt—at its 2014 NSSF SHOT Show® booth in Las Vegas (Sands Expo Center, Level 2, #13162). Building on the success of 5.11 Tactical's widely popular Stryke Pant, the new products extend the company's men's clothing category with additional high-performance products that are purpose-built for durability and comfort, and constructed to perform in the most demanding environments.

“Our men's line is anchored by our flagship Taclite® Pro Pant. The recent success of our performance-driven Stryke Pant has proven the demand for further extensions to our line. The Ridgeline Pant and Traverse Shirt are outstanding additions that meet 5.11 quality standards,” said Tom Davin, 5.11 Tactical CEO.

With an advanced design that features eight jean-style multi-use pockets and combines rugged high-performance utility with a casual look and comfortable feel, the Ridgeline Pant is engineered to excel in a variety of demanding environments. The Ridgeline pant is great for concealed carry options, range training and covert operations. It features innovations such as hidden pistol magazine pockets in the back yoke. The ripstop Flex-Tac™ fabric with mechanical stretch, bartacking at major stress points and double needle stitching at key seams, reinforces the pant for unquestioned durability. A Teflon® finish for stain and soil resistance and nylon knife reinforcement in the front pockets add to the pants' versatility, while maintaining its every-day look. The Ridgeline Pant retails for \$69.99 and is available in four colors—Stone, Storm, Battle Brown and Field Green.

The Traverse Shirt boasts a breathable fabric built for a lightweight, ultra comfortable feel. One hundred percent polyester, three ounce fabric promotes moisture wicking and airflow, while mesh lining in high-heat areas and a mesh grid ventilation in the underarms and sides ensure breathability in hot climates. With an Ultraviolet Protection Factor of 50, the Traverse Shirt is designed for high-endurance, high-stress situations—in the field or at the range—where moisture management is critical. The Traverse Shirt is available in long sleeve and short sleeve with each retailing for \$69.99. Color options include Black and Khaki for long sleeve and Storm, Fatigue and Cobalt for short sleeve.

“The 5.11 Stryke Pant has been a best seller for us. When a product is adopted by the FBI National Academy and revered by tactical professionals, it earns the attention of avid outdoorsman and fitness enthusiasts alike,” said David Hagler, vice president of merchandising.

“With the retail success of the Stryke Pant, we’re eager to also share the new Ridgeline Pant and Traverse Shirt with customers.”

Rapidly growing as the style of choice for operators worldwide, the Stryke Pant with revolutionary Flex-Tac technology set a new standard for tactical pants. The patent-pending, proprietary Flex-Tac fabric is equipped with built-in two-way stretch for durability while remaining breathable and providing the wearer with freedom of movement. Fitted with a self-adjusting tunnel waistband (men’s only), badge holder front belt loops, genuine YKK® zippers and Prym® snaps, the Stryke Pant was developed to perform when the stakes are highest.

Media interested in learning more about the Ridgeline Pant, Traverse Shirt, and Stryke Pant should contact [5.11@formulapr.com](mailto:5.11@formulapr.com) or stop by the company’s booth (Level 2, #13162) at the 2014 SHOT Show later this month. For additional details on the company’s presence at SHOT Show, visit [www.511tactical.com/shotshow2014](http://www.511tactical.com/shotshow2014). To find a store where items can be purchased use the 5.11 Tactical [store locator](#).

### **About 5.11 Tactical**

Based in Irvine and Modesto CA, 5.11 Tactical collaborates directly with end users/operators to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed and performance of Military, Public Service professionals and enthusiasts worldwide. 5.11 Tactical products exceed rigorous and exacting standards which have allowed the brand to establish a reputation for innovation and authenticity. The 5.11 Tactical brand has established itself as the premier choice of Duty-Driven Professionals. Learn more about 5.11’s best-selling tactical clothing, uniforms, station-wear, outerwear, footwear and accessories at [www.511tactical.com](http://www.511tactical.com). Connect with 5.11 Tactical on Facebook at [www.facebook.com/511Tactical](https://www.facebook.com/511Tactical), Twitter ([@511Tactical](https://twitter.com/@511Tactical)) and on Instagram ([@511tactical](https://www.instagram.com/@511tactical)).

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