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5.11 TACTICAL® ANNOUNCES NEW "READY. LIKE YOU." CAMPAIGN FOCUSED ON VERSATILE PANT LINE

Today, 5.11 Tactical® announced the launch of its "Ready. Like You™ Campaign, a three-month cross-medial celebration of the company's versatile pant product line. For the last 12 years, 5.11 Tactical has been the leader in designing and developing pants that can take a serious beating while providing enough functionality to meet the needs of first responders and tactical enthusiasts worldwide. While there are plenty of options in today's marketplace it's 5.11 Tactical's continued innovation and end user-centric approach that really set them apart.

"Our goal for the 'Ready. Like You.' campaign is to show how the tactical pant has evolved," said Willem Driessen, Director of marketing at 5.11 Tactical. "We're showing real world uses for a wide-ranging audience and expanding the use of tactical pants much further than anyone has done before."

A majority of 5.11 Tactical's products are the result of answering a challenge presented by end users who demand more from their gear. This problem-solving is most evident in 5.11 Tactical's pants offering, such as the recently launched 5.11 Stryke™ Pants, Ridgeline Pants, Women's Cirrus Pants and Apex Pants. The continuous push for improved fabric, fit and function has led 5.11 Tactical to offer a series of pants that meet the needs of anyone looking for the ultimate in performance and fit.

With sales of the 5.11 Stryke Pant alone exceeding 300,000 pairs this year and numerous positive reviews, there's no question that 5.11 is the leader in tactical pant innovation.

Ready. Like You.

Since introducing the original tactical pant in 2003, 5.11 continues to innovate, earning the loyalty and trust of tactical professionals and enthusiasts worldwide. Through collaborative design, the company offers a complete range of pants ready to serve any mission. These aren't just pants. They serve a purpose. The people at 5.11 are innovators who make purpose-built gear, and they will never stop finding new ways to serve customers' ever-changing needs. These pants are tough, versatile and Ready. Like You.

Flex-Tac™ Fabric Innovation

Back in 2011, 5.11 Tactical took the traditional ripstop style fabric up a notch with the introduction of the Flex-Tac fabric that offered more flexibility for increased movement and comfort. Not known to be complacent, 5.11 Tactical recently achieved the same functionality in a canvas weave, increasing durability and offering a cleaner look. The Ridgeline Pants, Stryke Pants and Cirrus Pants feature Flex-Tac Ripstop while the new Apex pant utilizes Flex-Tac® in the newer canvas weave construction.

Storage solutions

5.11 Tactical pants are unique in that they are designed to carry a variety of gear related to your mission or simply everyday carry essentials. Pockets hold AR magazines as well as communication devices, and there are

low-profile pockets that manage gear in a cleaner, more modern approach. From the military contractor working protection detail to the responsive civilian, all your carry needs are met in thoughtful pocket placement and sizing.

Eleven styles to choose from

With 12 years of experience under its belt, 5.11 Tactical has created a diverse pants offering sure to meet the most discerning customers' needs whether it's riding the back country trails on an ATV or getting in some range time. With 11 different styles to choose from (four of which were designed by women for women) you'll find a 5.11 Tactical pant that fits your lifestyle or career. The Apex pant is the latest addition, offering speed and versatility in a more streamlined and modern look, while the Ridgeline takes all the functionality and features of the industry-leading Stryke pant and packages them in a look that's suitable for the range or a walk on paths less traveled. The Cirrus Pants offer a true women's fit designed for the woman who pushes the limit and demands the same performance as her male counterparts. The Stryke Pant is the benchmark style designed to meet your mission, no matter how demanding it may be. Strategically placed pockets, innovative fabrics and reinforced for the harshest of environments, Stryke pant is the first choice for those who expect excellence and demand mission critical performance.

Don't take our word, see for yourself

Visit one of 5.11's many retailers or check them out at 511tactical.com to learn more about the "Ready. Like You." campaign celebrating their purpose-built pants.

Engage with 5.11 on Facebook, Instagram and Tactical360.com for new videos, tips and testimonials from 5.11 ambassadors and to see the pants in action. Contests with great prizes and more will also be available through the aforementioned channels.

About 5.11 Tactical

With offices around the globe, 5.11 Tactical works directly with end users/operators to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed, and performance of first responders and tactical enthusiast worldwide. 5.11 Tactical products exceed rigorous and exacting standards, which have allowed the brand to establish a reputation for innovation and authenticity, and become the premier choice for Duty-Driven professionals. Learn more about 5.11's best-selling tactical gear and accessories at www.511tactical.com. Connect with 5.11 Tactical on Facebook, #511tactical, Twitter @511Tactical and on Instagram @511Tactical.

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