



Phone 412-621-2130
Fax 412-621-8740
www.uspborepaste.com
email: sales@uspborepaste.com

For Immediate Release

USP Bore Paste Arms NRA With High-Powered Training Tools.

In an all-out effort to help revive and advance America's hunting heritage, the USP Bore Paste Division of United States Products Co. has invested nearly \$1/2 million this year to provide the National Rifle Association's (NRA) 50,000-plus instructors with complimentary new training and recruitment tools.

Their opening salvo is a state-of-the art high-definition, wide-screen DVD providing a comprehensive 12-minute lesson on the proper cleaning and care of firearms in order to optimize accuracy.

"For what it's worth, USP's new video is the best training tool out there," asserts Robert E. Lytle, an NRA instructor from Boise, Idaho. "I just pop it into the player and my students are able to get an up-close and personal presentation on how to remove all types of fouling -- including dramatic before and after scenes shot with a special lens that was inserted right into the bore."

Other free training aids include USP's inspirational "Bookmark To Keep You Right On Mark" which doubles as a test to determine one's dominant shooting eye; and a handy new Combo Pack containing non-toxic USP Bore Paste and complementing Gun Cleaning Oil for instructors to use in their classes.

Through an Endowment Agreement with The National Rifle Association Foundation (NRAF), USP Bore Paste also is contributing a percentage of all firearm accessory sales to hunter and shooter education programs. And they've made major commitments to spread the good word -- from displaying products and playing the DVD in a 300-square-foot-booth at the 2005 NRA Convention in Houston and a "Tour of Champions" at the 2005 Camp Perry National Matches -- to news releases disseminated to all the major outdoor publications, full-page ads in all of the national outdoor retail magazines and a totally redesigned website complete with an interactive Forum enabling educators to register for training aids while also conversing with their associates from coast-to-coast.

One final initiative for 2005 is USP's new "Heroes in the Arena" series of stories and photos which salute those special people who are out there every day, advancing and protecting our hunting and shooting heritage -- which also are being released to all major outdoor media.

"We've spent this whole year laying the groundwork to provide instructors with improved training materials," continues Mr. Brown. "The big job now is to make sure they all receive them and use them to assist in teaching firearm care and safety -- and also for all hunter/shooter organizations and manufacturers to help recruit a whole new generation of firearm enthusiasts."

To view the USP firearm cleaning video, Instructors Forum and "Heroes in the Arena" series -- and to learn more about using and purchasing USP products -- please go to www.uspborepaste.com Founded in 1917 and based in Pittsburgh, Pa., U.S. Products Co. manufactures a full line of quality firearm cleaning

products geared to the shooting, hunting and personal protection markets. For additional information contact Bill Gruber at 412-551-2005 or micjaslin@aol.com

USP's Initiatives To Help Arm The NRA With Instructor Training Aids -- Include the new comprehensive Firearm Cleaning DVD (top left); an inspirational "Bookmark To Keep You Right On Mark (middle);" a Combo Pack containing USP Bore Paste and Gun Cleaning Oil (left); a 300-sq. ft. exhibit at the NRA Houston Convention (bottom left); and a "Tour of Champions" at the Camp Perry National Matches (bottom right). In addition, a portion of USP product proceeds benefit NRA hunter/shooter education programs. For more information go to www.uspborepaste.com

