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For Immediate Release

USP Bore Paste Continues National Rollout At Record-Breaking NRA St. Louis Exhibit.

Attracting more than 60,000 attendees and over 400 exhibitors, the 2007 NRA Convention not only set new records for the National Rifle Association and the city of St. Louis -- it introduced the new firearm-cleaning products being launched by USP Bore Paste to more shooters, instructors and outdoor dealers than ever.

“Visitors purchased record numbers of our new USP Bore Paste/Gun Cleaning Oil Combo Packs and USP Gun Cleaner/Degreaser High-Powered Aerosol Sprays right at our booth,” revealed USP President, Lee Brown. “They were fascinated by how USP is uniquely able to quickly and completely remove the fouling from all types of firearms, and thus improve accuracy.”

USP also provided the hundreds of firearms-instructors that stopped by with free USP training aids which include USP products along with a 10-minute firearm-cleaning DVD and inspirational student bookmarks. They join the thousands of certified instructors who already have received the complimentary USP training tools over the years.

“The USP training aids are a big hit with our classes,” remarked NRA Training Counselor, Brian Kapnick, who also is the Rangemaster for Marksmanship Training Group, LTD in Hoffman Estates, IL. “We also use the USP Bore Paste on a regular basis -- I still can’t believe how fast the USP Bore Paste removes all that fouling!”

USP enjoyed the added benefit of presenting their new USP Starter Kit to the many outdoor product dealers in attendance. Featuring a prominent, easy-to-attach header promising to “Improve Accuracy!,” the Kit is a handy mix of USP’s most popular firearm-cleaning products in an attractive countertop display.

For information regarding USP Bore Paste -- including Outdoor Dealer Opportunities and Certified Instructor Training Tools -- call 800-359-2628 or visit www.uspborepaste.com.



NRA Training Counselor -- Brian Kapnick (right), who also is a Rangemaster for Marksmanship Training Group, LTD in Hoffman Estates, IL, stops by the USP Bore Paste Booth at the recent NRA Convention in St. Louis, MO to thank USP President, Lee Brown, for the complimentary firearm safety and maintenance training tools which the company has been providing to instructors.



USP's New Retail Starter Kit -- A self-contained display featured in the USP Bore Paste Exhibit at the recent St. Louis NRA Convention -- provides outdoor dealers with a compact mix of USP's most popular products. It puts new firearm-cleaning profits within easy reach! For more information call 1-800-359-2628 or visit www.uspborepaste.com



NRA Instructor -- Keith Lawson (center) and wife, Donna, visit with USP President, Lee Brown, at the USP Bore Paste Exhibit during the 2007 NRA Convention in St. Louis, MO, April 13 to 15. Keith became one of the thousands of Certified Firearms Instructors to receive complimentary training materials from USP over the past three years.