



MEDIA CONTACT:

Monica Arnold
Blue August PR
pr@blueaugust.com
731-512-0080

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Magnum Research Launches New Custom MLR SwitchBolt Website

(Pillager, MN) - Magnum Research, Inc, maker of the world-famous Desert Eagle pistol and leader in innovative firearms design and manufacturing, is proud to announce the launch of the new custom build site for MagnumLite Rimfire (MLR) SwitchBolt rifles, CustomRimfireRifle.com.

This new site offers a great tool for MLR SwitchBolt and rimfire rifle fans. Customers can create their perfect custom MLR SwitchBolt from start to finish with online graphics that reflect each detail as they are selected by the user. This allows the customer to see exactly what their custom MLR SwitchBolt will look like before placing an order. The website also offers customers the ability to create an account, and contact the Custom Shop directly.

The accuracy of Magnum Research MLR SwitchBolt rifles has become legendary. The MLR SwitchBolt was designed and is entirely manufactured in the United States. It was engineered to be the manifestation of the terms lightweight and performance in a rimfire rifle. The MLR SwitchBolt series is chambered in 22LR with a variety of barrel/stock combinations to suit the buyer's budget and shooting interests.

To celebrate the new website launch, Magnum Research is giving away a custom MLR Switchbolt rifle. To enter, visit CustomRimfireRifle.com/Giveaway and sign up for the newsletter using the giveaway entry field. The giveaway is open from July 15 to July 31 at 6 p.m. CST. (One entry per person. Some configurations may not be legal in CA, MA, or NY. Entry only valid within the US. Visit the website for official rules and regulations.) The winner will be announced on Magnum Research Instagram (www.instagram.com/magnumresearchinc) on August 1st , 2019.

The new Custom MLR SwitchBolt website was designed and developed by Josh Eastman from Beyond the Brand Media. The site is a custom developed firearm-builder, much like the previous custom sites that Eastman developed for the Desert Eagle and BFR from Magnum Research. Eastman founded Beyond the Brand Media in 2012 to help businesses in the firearms industry with online e-commerce and website solutions.

He has worked in the firearms industry for 10 years and is currently serving more than 30 companies in the industry. Based in Manchester, NH, Eastman and his company specialize in custom web design, e-commerce and brand development and complete all web work in-house.

For more information about Kahr Firearms Group products visit www.kahr.com, www.magnumresearch.com, www.auto-ordnance.com or visit the custom sites at www.customdeserteagle.com, or www.custombfrrevolver.com. For press inquiries contact Monica Arnold at pr@blueaugust.com.

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About Kahr Firearms Group:

Kahr Firearms Group, formed in 2012, includes Kahr Arms, Auto-Ordnance and Magnum Research. KFG Headquarters reside in Greeley, Pennsylvania. Kahr Arms produces small concealable handguns in .380, 9mm, .40 and .45ACP. Auto-Ordnance is the maker of the famous "Tommy Gun", M1 Carbine and WW2 GI Model 1911. Magnum Research Inc., designer and producer of the world renowned Desert Eagle Pistol, Baby Eagle, MLR .22LR and .22Mag Rifles and BFR Revolvers. All three companies are proudly located in the USA.

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ONE PLATFORM
SO MANY POSSIBILITIES.

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