

FOR IMMEDIATE RELEASE

(Black Creek, GA) August 5th, 2009 – Following a difficult period of downsizing and furloughs, Daniel Defense, Inc. resumed normal operations at their state of the art manufacturing facility today. Recent drops in small arms sales had forced the Savannah area small arms manufacturer to balance out production and sales levels, resulting in nominal layoffs, and a week-long furlough for the majority of both manufacturing and administrative personnel.

The week-long furlough sparked a torrent of online discussions within the firearms community as many AR enthusiasts contemplated the ominous impact of a firearms manufacturer expressing difficulty in this economy. Everyone at Daniel Defense was elated by the amount of supportive, encouraging, and optimistic comments made by everyday shooters and enthusiasts. Jay Duncan, Vice President of Sales & Marketing spoke on this subject by saying, “We are very confident about our position in the market place, and feel our strong relationships with our dealers, distributors and most importantly our customers, will pull us through the other side of this difficult market shift. We are encouraged by the support of our customers and the firearms community, and will work diligently to continue providing the products and service that have earned their trust.”

Optimistic about Daniel Defense’s recovery from this unfortunate series of events, Marty Daniel, CEO and Founder of Daniel Defense clearly expressed his combined empathy for those who lost their jobs, and confidence in the professional skills of the fine personnel that fill Daniel Defense’s payroll. “Layoffs are very personal, so we did our best to avoid layoffs as long as we could. Unlike simply turning off a machine, our employees’ families, income and way of life were dramatically complicated. Our employees are our most important asset, and there isn’t a single employee laid off that we aren’t working to get back. We hired the most hard working, and skilled designers, programmers, operators and assemblers in the industry. As we restructure ourselves to address demand and market status in the most fiscally responsible manner possible, our primary goal is to bring as many of these fine people back to work.”

Daniel Defense is poised for continued successful operations as they continue steady production of the Daniel Defense DDXV Carbine, a lightly accessorized version of the acclaimed DDM4 Carbine.

In addition, to meet market demands for a shorter version of the new Omega X 12.0 rail system, Daniel Defense has released Version 2 of the DDM4 Carbine – The DDM4v2. This top-tier rifle includes all the same features and benefits of the DDM4, but is equipped with a 7 inch version of the Omega X rail system.

In response to these recent events, Daniel Defense continues their commitment to providing shooters with the most dynamic and valuable small arms solutions available by properly balancing the utmost in quality and tactical engineering with considerate pricing structures.