

Blue Force Gear hires Smith Products Group LLC

SAVANNAH, GA—June 12, 2012—Blue Force Gear® announced today that they have engaged Smith Products Group, LLC to represent their products to government customers. Smith Products Group (SPG) was formed in May 2012 by Mark Smith with the intention of representing only top tier brands to an elite customer base. SPG will augment Blue Force Gear's Government Products Team to expose BFG's revolutionary lightweight load carriage system to units and agencies that desperately need to lighten the load placed on their personnel.

Prior to founding Smith Products Group, Smith worked for ADS from 2005 to early 2012 as Federal Agency Sales Manager and later as Army Sales Manager. Smith earned his Bachelors of Arts in Communications from Brigham Young University where he also studied Advertising, Marketing, and Business Management.

"Mark is one of the finest individuals I've encountered in this industry and has a proven track record of delivering positive results," said Blue Force Gear's CEO Ashley Burnsed. "He shares our passion for bringing lifesaving equipment to the world's greatest customers."

"I am thrilled to join a team that combines innovation, great customer service and quality personnel," said Mark Smith about Blue Force Gear.

Teaming with Smith Products Group is the latest in a series of demand-driven moves by Blue Force Gear to radically expand their brand presence in both government and commercial markets.

About Blue Force Gear, Inc.

Blue Force Gear® designs the best weapon slings in the world and leads the lightweight equipment revolution with its Ten-Speed™ multi-use pouches. They have also reinvented MOLLE compatible pouches to be the world's lightest with the revolutionary Helium Whisper™ Attachment System. Amazing innovation and attention to detail set Blue Force Gear apart from others in the tactical equipment industry.

Press Contact:

Brittney DeVane

Blue Force Gear

brittney@blueforcegear.com

(877) 430-2583