



PRESS RELEASE

FOR IMMEDIATE RELEASE - DECEMBER 2007



Shooter's Choice Introduces FP-10 LUBRICANT ELITE



Convenient, 2 oz. Aerosol Spray
Available Now! At Firearms Dealers.

Designed and Formulated for the Professional Armorer and Serious Sportsman

Designed for today's high-tech firearms, Shooter's Choice FP-10 Lubricant Elite will absolutely reduce friction and wear, protect against metal damage and eliminate most malfunctions better than any other lubricant on the market.

FP-10 Lubricant Elite features the advanced additive MT-10, which dramatically increases lubricity between metal surfaces and moving parts with no build-up or changes in tolerances. Made of unique petrochemical ingredients with no synthetics, FP-10 Lubricant Elite has a temperature range of -76 degrees to +500 degrees Fahrenheit.

In the laboratory and in the field FP-10 Lubricant Elite has beaten all competitive brands by wide margins. FP-10 Lubricant Elite is also used by the United States Special Forces.

Communicators, if you have any questions on gun care, feel free to contact the Shooter's Choice staff of Experts toll-free at 1-800-232-1991. This number is provided for your convenience and should not be released to the public.

For more information contact Joe Ventimiglia at 440-834-8888
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