



Daniel Defense to Play Major Role at SHOT Show 2017

Las Vegas, NV - January 18 2017 - Daniel Defense, manufacturer of the world's finest firearms and accessories, will be featured prominently at this year's SHOT Show—the world's largest shooting/hunting/firearms tradeshow—which takes place January 17th through 20th at the Sands Expo Center in Las Vegas. Not only will the company be a high-profile exhibitor at the four-day event, it is also a major sponsor of the show. As such, Daniel Defense has gone out of its way to ensure its exhibit space (booth #20371) is a must-stop-by destination for show attendees.

“We’re pulling out all the stops at this year’s show,” said Daniel Defense Vice President of Marketing Cindy Daniel. “Along with exhibiting our existing product line and new releases, we’ll also have special celebrity guests making appearances at our booth.”

One such celebrity guest slated to appear is Mr. Charlie Daniels (no relation to the company) of the legendary Charlie Daniels Band. Daniels will be at the DD booth on Tuesday, January 17th, from 3:30 to 4:15 p.m. The following evening, he and his band will also perform—along with country-music duo Big & Rich—at a special V.I.P. party hosted by Daniel Defense. Another scheduled guest is U.S. Marine Mark “Oz” Geist, member of the Annex Security Team that fought the “Battle of Benghazi,” and co-author of the best-selling book 13 Hours, made into a major motion picture in 2016. Mr. Geist will be meeting and greeting attendees at the Daniel Defense booth from 1:00 to 2:30 pm on Tuesday and Wednesday, January 17th and 18th.

Daniel Defense will be displaying its extensive product line at the show, with several new releases for 2017 prominently featured. One major new release is the DDV7S short-barreled rifle (SBR), which weighs only 5.8 pounds, making it the lightest SBR the company has ever produced. Featuring an 11.5” barrel built for reliability and to accommodate a wider range of ammunition, the DDV7S comes standard with a 10” MFR XS rail with M-LOK attachment points to accommodate a wide range of optics, lights, and other accessories. The new V7S—and many other popular DD weapon models—will be available in Cerakote finishes that come in several new colors for 2017.

SHOT Show attendees are invited to stop by the Daniel Defense booth (#20371) to learn more about the company, its product offerings, or just to say hello to any of the friendly DD staff or celebrity guests. SHOT Show hours are 8:30 a.m. - 5:30 p.m. Tuesday - Thursday, January 17th - 19th, and 8:30 a.m. - 4:00 p.m. on the final day of the show, Friday, January 20th. To learn more about SHOT Show 2017, visit shotshow.org.





About Daniel Defense

Located in Black Creek, Georgia, Daniel Defense is a leading manufacturer of premium firearms, rail systems, and accessories. Its iconic brand remains unmatched in quality, precision and world-class customer service. President/CEO Marty Daniel founded Daniel Defense, which started out creating rails and accessories for the AR-15 platform in small batches. Today, with two locations and a combined 137,000 square feet of manufacturing space, Daniel Defense continues to make quality rails and accessories and the world's finest firearms for civilian, law enforcement, and military customers. For more information, visit www.danieldefense.com.

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