



February 22, 2024

HORNADY® NAMED TITLE SPONSOR, THE A-TIP® BULLET NAMED THE OFFICIAL BULLET, AND HORNADY® MATCH™ NAMED THE OFFICIAL AMMUNITION OF THE 2024 PRECISION RIFLE SERIES SEASON

West Bend, WI. – Precision Rifle Series (PRS) LLC., the preeminent precision rifle organization in the world, dedicated to the promotion and growth of the sport of competitive precision rifle shooting, is proud to announce Hornady® as the Title Sponsor of the series and to announce the Hornady® A-Tip® as the Official Bullet and Hornady® MATCH™ as the Official Ammunition of the PRS for the 2024 season.

“We are beyond thrilled to officially announce our 2024 partnership with Hornady® as our Title Sponsor and the Official Bullet and Ammunition of the Precision Rifle Series! Hornady® is an industry giant and very involved in the PRS community. Quality, continuous improvement, innovation, and customer service are the bedrock principles on which the company was built. Their endless product advancements and award-winning match bullets and ammunition make them exceptional partners of the largest precision rifle organization in the world.” said PRS Director Ken Wheeler.

The Hornady® team has worked tirelessly to ensure high levels of accuracy over long distances for PRS competitors. Hornady® has made a lasting impact on our firing lines with the Hornady® A-Tip® bullet. A-Tip® Match bullets feature an aluminum tip that’s precision machined and longer than polymer tips, which moves the center of gravity and enhances in-flight stability, resulting in tighter groups and reduced drag variability. In addition, A-Tip bullets are sequentially packaged for the ultimate in consistent performance.

Hornady® MATCH™ ammunition is the difference between competing and dominating in PRS competition. Hornady carefully selects every component to ensure uniformity, then loads to exacting specifications to provide pinpoint accuracy. Each cartridge is loaded with either Hornady® A-MAX® bullets, high-performance boattail hollow points, or the new, radically superior ELD® Match bullets. Stringent quality control ensures proper bullet seating, consistent charges and pressures, optimal velocity, consistent overall length, and repeatable accuracy.

“We are thrilled to be the Title Sponsor of the Precision Rifle Series,” said Neil Davies, Hornady Marketing Director. “Hornady continues to be the Official Bullet and Official Ammunition of the PRS and becoming the Title Sponsor solidifies our commitment to the sport of precision rifle shooting and the PRS organization” he added.

This June 28-30th, be on the lookout for the annual Hornady® Precision Rifle Challenge, with match directors George Gardner and Bryan Sikes. This is a PRS Pro Series AG Cup Qualifier located in Utah close to the Wyoming border, on a breathtaking 200,000-acre private ranch.

The PRS also looks forward to working with the Hornady team to successfully leverage the partnership to directly support membership, elevate national pro series competitions, and grow the sport. The PRS will host 40+ of the most renowned national-level precision rifle competitions in the nation, with the

2024 PRS Finale taking place November 1-3rd in Mountain Home, Idaho at the Snake River Outdoorsman, where Hornady will be sponsoring the event.

For more information on the Precision Rifle Series, visit: <https://www.precisionrifleseries.com/>

To learn more about Hornady visit: <https://www.hornady.com/>

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