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FOR IMMEDIATE RELEASE

Sitka Gear Adds to the Fanatic Lineup

Bozeman, MT - Sitka Gear, the industry leader in performance hunting gear, has rounded-out its Fanatic whitetail system by introducing the Fanatic Lite Bib and Fanatic Vest. The bib, when coupled with the Fanatic Lite Jacket, provides enough warmth for those chilly mornings yet breathes enough for when the sun is beating down in the afternoon.

A hexagonal grid fleece is ultra-quiet and purges the excess heat, while the full 2-way side zip allow for additional venting and makes for easy on-and-off. To eliminate hotspots underneath your safety harness, the Fanatic Lite Bib features quantum adjustable suspenders as well. Keeping your hands warm for those early morning sits isn't an issue thanks to the bib's integrated hand muff pocket. The Fanatic Lite Bib wears the GORE™ OPTIFADE™ Elevated II pattern, is available in sizes small to 3XL, in tall sizes from medium to XL, and has an MSRP of \$269.

The Fanatic Vest is the quietest windproof top offered by Sitka, meaning movements will be completely silent in the harshest of weather conditions. Retaining core body heat is done by filling the vest with Primaloft® Silver insulations, and GORE® WINDSTOPPER® breaks those still, late season winds. A strategically placed rangefinder pocket keeps necessities close at hand, and an integrated hand muff keeps fingers nimble and ready for the shot. The Fanatic Vest is available in the GORE™ OPTIFADE™ Elevated II pattern, comes in sizes small to 3XL, and has an MSRP of \$229.

For more information about Sitka Gear, visit www.sitkagear.com, call 877.SITKA-GR or email Glenn Walker at glenn@providencemarketinggroup.net.

About Sitka Gear

Sitka Gear, based in Bozeman, Montana, created and leads the technical hunting apparel category. The company is recognized for its commitment to continually improving the hunting experience and supporting wildlife conservation. Sitka Gear products work together in systems, and each piece is designed and tested by the company's core hunters, athletes, and ambassadors. Sitka Gear is owned by W. L. Gore & Associates, an advanced materials company well known for GORE-TEX® fabrics and many other industry-leading innovations that provide durable comfort and protection to outdoor enthusiasts. Go to sitkagear.com to learn more about how Sitka Gear helps the driven focus on their pursuits.