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Beretta Announces SHOT Show Booth Activities

Accokeek, MD --The Beretta booth (#13956) at next week's SHOT Show will be abuzz with activity as new products are launched, a 90 anniversary is celebrated and an interactive experience utilizing the Px4 pistol is unveiled.

Shotguns will take center stage as Beretta launches two new guns for 2011; the next addition to the A400 semi-automatic family-the Xcel sporting shotgun, and the latest addition to the classic over/under Silver Pigeon line, the Silver Pigeon 1. Both shotguns will be on display throughout the week, and the knowledgeable Beretta staff will be on hand to answer any questions regarding these new additions.

New firearm launches continue as Sako commemorates their 90th Anniversary with the introduction of the Safari rifle line. Built around the Sako 85 L and XL actions, the premium, hand-crafted, limited edition Sako 85 Safari rifles will appeal to the most discerning bolt action rifle connoisseurs. An exclusive 90th Anniversary rifle will be auctioned off during the SHOT Show and will be on display for all to see in the Beretta booth. 90th anniversary activities continue with an invitation only event at the famous "Ice Bar" Wednesday evening.

Beginning Tuesday morning, all eyes will focus on the Px4 family of pistols as Beretta launches an aggressive marketing campaign behind the Px4, beginning with a "Down Town" interactive experience no one will want to miss. "The best way to experience the superior benefits of the Px4, is to get it into the hands of the end-user," said Ryan Muety, Director of Marketing for Beretta USA. This interactive experience does just that as it tests the skills of the first-person shooter while showcasing the features and benefits of the Px4. Beretta has teamed with AIS, Advanced Interactive Systems, to bring SHOT show visitors an unforgettable experience time and again.

"Every year Beretta's booth changes somewhat, this interactive experience set in fictional "Down Town" is really the centerpiece," said Gary Ramey, VP-Sales and Marketing for Beretta USA. "We hope our customers will enjoy the show and make a point of visiting the Beretta booth." All week, throughout the show important new products will be on display including the entire Px4 family of pistols as well as new rifle models from Sako and Tikka. Beretta apparel will be on display and the fall line will be available to view. As always, Beretta staff will be on hand to answer your questions and to walk you through the new products and other displays in the booth.

Beretta, established in 1526, is the oldest industrial dynasty in the world tracing its roots through 16 generations of continuous family ownership. Firearms bearing the Beretta name have been sold for almost 500 years. Beretta USA Corp. was founded in 1977 and supplies the standard sidearm to the U.S. Armed Forces. Today, Beretta manufactures, distributes and markets a complete line of firearms, accessories and apparel. Beretta also owns and operates six retail Beretta Gallery stores worldwide. For additional information, visit www.berettausa.com.

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