



FOR IMMEDIATE RELEASE

Media Contact:
LKN Media
pr@lknmedia.com
704-662-9991

Point Blank Range Celebrates Anniversary Announces Lifetime Warranty on Firearms Purchases

Mooresville, NC -- Point Blank Range, Lake Norman's premier NSSF Five-Star rated indoor shooting facility, today announced that effective July 1, 2014, in conjunction with the facility's third anniversary, they will issue a Lifetime Warranty on all new firearms purchases. This innovative retail strategy, unique to the firearms industry, aims to provide customers with an unsurpassed level of value and customer service.

General Manager David Driscoll states, "Point Blank Range is changing the way we sell firearms in the Charlotte area. Where the manufacturer's warranty ends, Point Blank Range will step up to ensure a lifetime of enjoyment for our customers with the firearms they have purchased from us."

In addition to the Lifetime Warranty, Point Blank Range also will offer haggle free pricing on the over 1300 firearms they stock. Driscoll says, "We have put a lot of time and effort into shopping our market and ensuring our firearms prices are extremely competitive to other dealers in and around Charlotte and priced right without the need to haggle or negotiate."

To make the purchase decision even easier, Point Blank Range will match competitor pricing on any new firearm in their inventory if it is found for less at any other brick and mortar retailer in the marketplace.

Dedicated to American ideals, personal safety, and family values, Point Blank Range is committed to providing the Charlotte area with an unparalleled shooting sports experience. Point Blank Range Mooresville provides a climate-controlled range with fifteen 25-yard lanes and a fully stocked retail store. Point Blank Range Mooresville is the original home of Patriot Gun Club and **Shooting After Dark™** providing exclusive after-hours range access for Club members. For more information on memberships, training, and corporate events please visit www.PointBlankRange.com.

Point Blank Range
743 River Highway Mooresville NC 28117
704-230-0262