

REMINGTON **Press Release**

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FOR IMMEDIATE RELEASE

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Remington Announces Return to the World of Black Powder **with the Launch of the Genesis™ Muzzleloader**

Madison, NC – Black powder hunting is being taken to the next level with the introduction of Remington's innovative **Genesis Muzzleloader**. Available in seven initial offerings, this revolutionary .50 caliber black powder rifle breaks the mold of traditional in-lines by being "Easy to Use, Easy to Load and Easy to Clean." Like nothing in the marketplace today, the Genesis muzzleloading rifle is poised to transform black powder hunting into a more effective, reliable and enjoyable pastime.

Remington revolutionized the world of in-line black powder muzzleloading with the Model 700™ muzzleloader's state-of-the-art design and unprecedented performance, when introduced in 1996. However, conspicuously absent since leaving the black powder world in 2004, the launch of the **Genesis ML** brings Remington fully back into a category in which they have been a dominant player throughout their 190 year history.

At the core of the Genesis ML is the Torch™ Cam breech block and reliable 209 primer ignition. The camming breech block provides easy access to the breech plug for quick placement and removal of the 209 primer without the assistance of a tool. The Torch cam breech block also protects the ignition system from inclement weather and isolates the trigger group from blowback and fouling. Removable breech plug and firing pin provide added reliability and ease of cleaning or replacement. Maximum efficiency and greater velocities can be obtained with the longer 28-inch barrel, optimized with one-in-28 inch twist rate, and the capability to use up to 150 grains of black powder or black powder equivalent. For added versatility, the **Genesis ML** is drilled and tapped for scope mounts and features Williams Fiber Optic Adjustable Sights. An ambidextrous hammer spur can be installed, if using a scope, for easier access. The dual safety system incorporates a traditional cross bolt safety at the rear of the trigger and manual hammer that locks in the cocked position. Addition of front and rear swivel studs and handy aluminum anodized ramrod with jag completes the basic Genesis package.

Maintenance of black powder rifles is the essential key to their reliability. The unique design of the **Genesis ML** allows for easy breakdown and cleaning of the entire rifle with the removal of only a few hex screws. The easily-removable breech plug also aids in the cleaning process, allowing the rifle to be stripped and cleaned in the field, if necessary.