

SHOOT LIKE A GIRL - RESULTS

1st Quarter 2019*



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CHANGING LIVES ONE SHOT AT A TIME

“Changing Lives, One Shot at a Time” is the quote above the door as you enter the mobile range. To be exact, Shoot Like A Girl’s team interacted with 862 lives in the first quarter of 2019. The company continues to measure success via surveys sent to the women who experience shooting in the semi-tractor trailer mobile range. This report provides a comprehensive analysis of the data as of May 2, 2019 with a 95% reliability rate and a 6% margin of error. The data proves Shoot Like A Girl’s event marketing consistently delivers sales; with 73% committing to buy guns; 34% committing to buy bows; and identifying new hunters with 25% stating that they want to start hunting.

MORE THAN TANGIBLE RESULTS

Through Shoot Like A Girl’s experience, corporate partners are enabling a positive mental shift in the overall perception of shooting sports. The 862 women that participated in Shoot Like A Girl’s experience represented a wide range of diverse backgrounds and life experiences, but many shared a fear and/or trepidation of firearms and a fear they were physically too weak to draw a bow back or rack a slide. These fears are quickly allayed by Shoot Like A Girl’s instructors, and clients leave with a new confidence and a big smile. The following are just a few comments recorded by clients who participated in the first quarter of 2019, a larger list is available at Appendix 1.

“The instructors were very knowledgeable and made all shooters comfortable even though there was a wide age gap in shooters participating.” – Cindy, Denham Springs, LA

“New confidence! Empowering!” So much FUN! Makes you feel like a ROCKSTAR!!!” – Peggy - Dallas, TX

“I had a great time and the instructors were very nice and encouraging. I can't wait to buy a gun and bow and start shooting regularly.” – Paula, Grapevine, TX

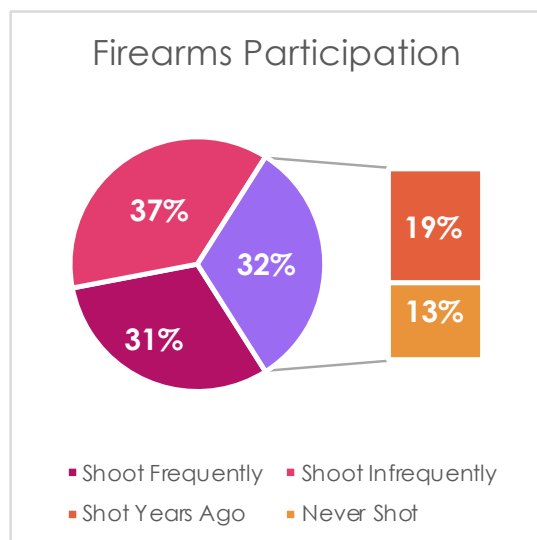
“This experience with both gun and the bow were great. The trainers were really nice and professional.” – Ms. Lane, Nashville, TN

THE GREAT AMERICAN TOUR - 1ST QUARTER 2019

- 862 participants and countless visitors
- 9 Shoot Like A Girl Events
 - Archery Trade Association, Louisville, KY
 - Dallas Safari Club Convention, Dallas, TX
 - Bass Pro Shops, Grapevine, TX
 - Bass Pro Shops, Nashville, TN
 - Lipseys' Sip'n and Shoot'n, Baton Rouge, LA
 - Primos' Headquarters, Flora, MS
 - Bass Pro Shops, Denham Springs, LA
 - Branson Outdoor Days, Branson, MO
 - Bass Pro Shops, Leeds, AL
- Over 4,500 miles



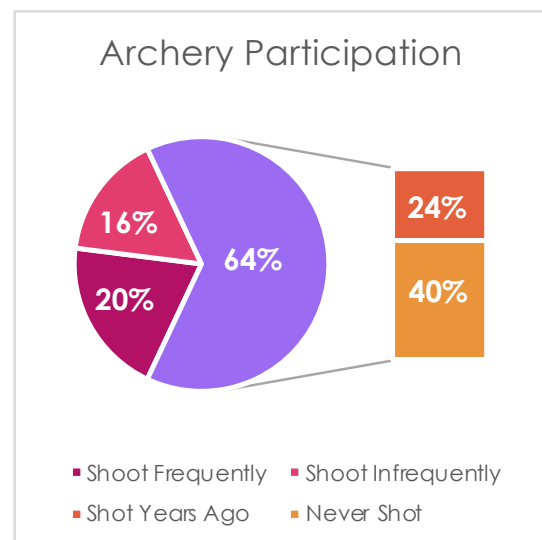
CLIENT'S SHOOTING SPORTS EXPERIENCE

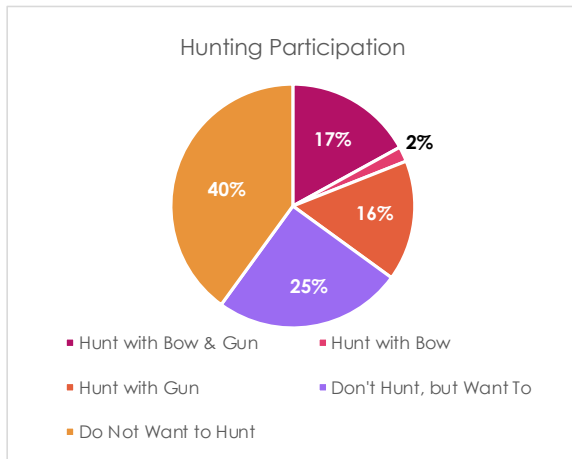


Shoot Like A Girl continues to validate shooting trends in the Nation, as typically 37% of the ladies reported shooting firearms frequently; and 16% reported they shoot archery frequently.

There is continued opportunity for growth in both disciplines for women to become actively engaged in shooting sports.

The brief experience at Shoot Like A Girl's mobile range **recruits, reengages and retains** women's participation in shooting sports. The impact can be seen in the committed sales and client testimonials. Additionally, these clients are bringing more women to the range with them.

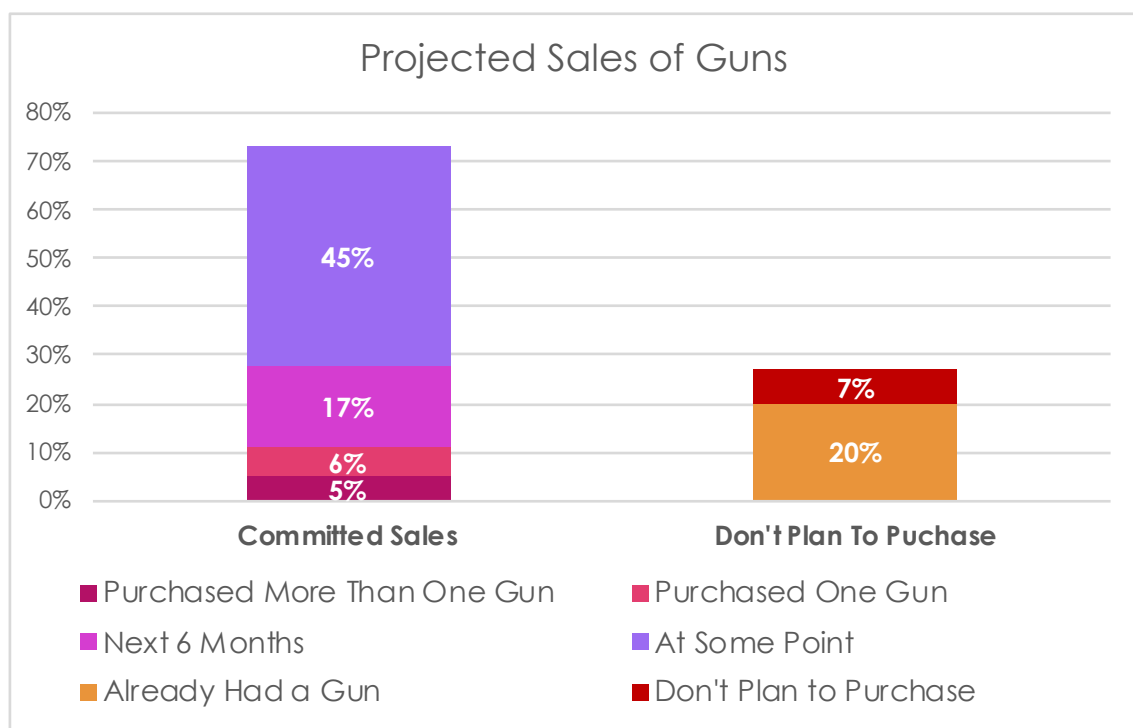




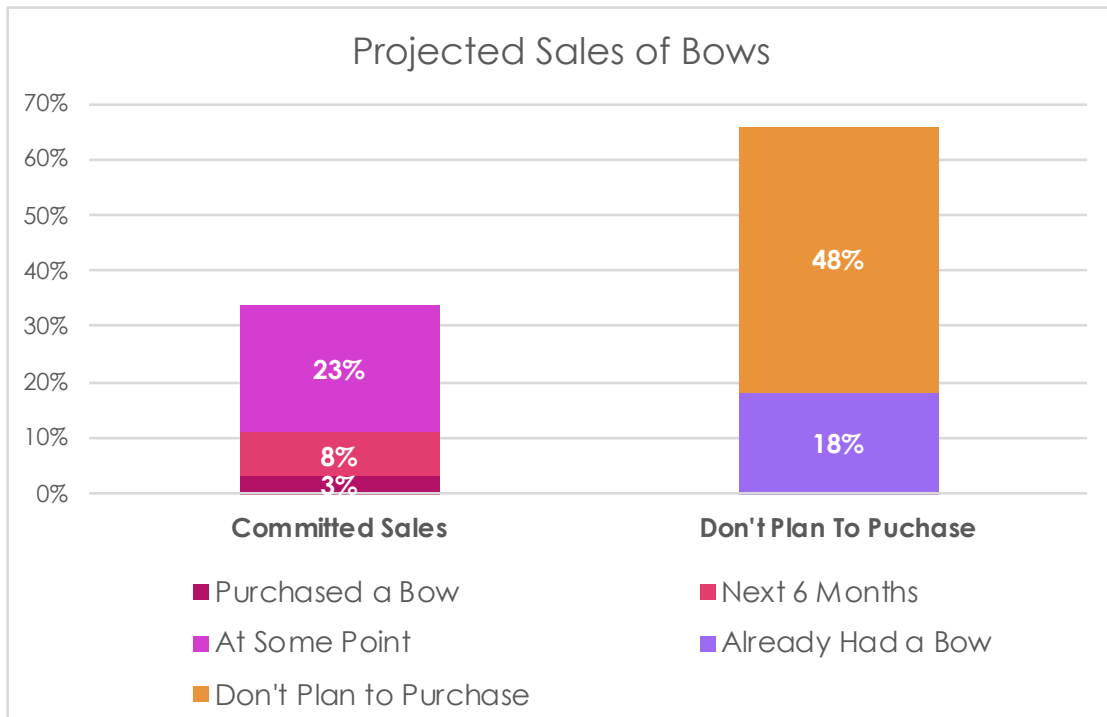
Shoot Like A Girl's impact ripples through the areas they visit. Hunting continues to be of interest to Shoot Like A Girl's clients; 25% state they want to begin hunting. Creating hunters from the Shoot Like A Girl experience increases conservation efforts, creates hunting access advocates, and helps to preserve the hunting heritage and lifestyle.

COMMITTED SALES

The results continue to remain year after year and 1st Quarter, 2019 is no exception. The survey results show that 73% of Shoot Like A Girl's clients commit to buying one (or more) guns. Applying these statistically sound figures to the population, results in excess of 672 committed firearm sales.



Archery sales remain constant too; 34% of Shoot Like A Girl's clients commit to purchasing a bow. Applying these figures equates to the sale of over 293 bows.



IMPROVED PERCEPTION OF FIREARMS

Women had such a positive experience at Shoot Like A Girl that 39% reported they have an improved opinion/attitude about firearms; 59% reported they already had a good opinion; and of note, only 2% stated their opinion of firearms did not improve.

RECRUITING RECRUITERS

Another benefit is that 42% of clients recruited others to give shooting sports a try, after their experience at Shoot Like A Girl.

EXTENDED REACH

Shoot Like A Girl's social media reached 157,777 followers at the end of the 1st Quarter 2019, across 4 platforms: Facebook, Instagram, Twitter and Pinterest. They obtained 1.1 million impressions and over 20,000 engagements on 484 original posts.

Shoot Like A Girl and its staff were also featured in multiple news and industry media outlets. A list of links is available in Appendix 2.



THE GREAT AMERICAN TOUR CONTINUES

May 4-5: Cabela's – Green Bay, WI
May 18-19: Cabela's – Owatonna, MN
June 22: Cabela's – Lacey, WA
June 23: Bass Pro Shops – Tacoma, WA
June 29-30: Cabela's – Boise, ID
July 11-14: Rocky Mountain Elk Foundation Elk Camp,
Park City, UT
July 20-21 : Cabela's – Lehi, UT
August 3-4: Cabela's – Wheeling, WV
August 15-17: Bass Pro Shops / NASCAR – Bristol, TN
August 31: Bass Pro Shops – Harrisburg, PA
September 1: Cabela's – Hamburg, PA
September 7-8: Cabela's – Christiana, DE
September 21-22: Bass Pro Shops, Springfield, MO
October 5: Cabela's – Thornton, CO
October 6: Bass Pro Shops – Denver, CO
October 19-20: Cabela's – Mitchell, SD



APPENDIX 1 – SOME CLIENT TESTIMONIALS

“I loved it! I really never handled guns before and **now I love shooting.**”

“I had a great time and the instructors were very **nice and encouraging.** I can't wait to **buy a gun and bow and start shooting regularly.**”

“The ladies were so much fun and made the experience a blast! They really helped my mother-in-law **feel comfortable** because she had **never shot** a gun before! I wish I could **go hunting** with all of them!!”



“So wonderful to see all these kind, tough women helping me to **conquer a new skill!** They were amazing and had me believing **I could** actually shoot - both a bow and a gun! I'm in my 50's and hadn't shot since I was a teen. It was a **memorable experience!**” ♥

“Truly great experience overall. I feel **empowered** and **confident!** **No longer scared of guns!**”

“It was a very positive experience. The gal who helped me with the rifle was very very helpful. Certainly, **changed my perspective!**”

“Very **understanding instructors** and step by step stayed with me during the shoot.”

“The whole setup is **convenient** and makes it **fun and easy** for women to be exposed to a simple intro to archery and guns **without being intimidated.**”

“Shoot like a girl gave me the **opportunity to shoot a pistol, a rifle, and a compound bow.** There was no pressure to purchase. It was a very enjoyable experience.”



“I liked that it was taught **by a woman for other women.** I've always had my Dad, or another man help me when I was shooting it was nice to have a woman show me how.”

“It was a **fun experience** and got me **more into shooting a firearm.** I had shot a bow for years previously to Shoot Like A Girl, but when I got there, they taught me an easier way to hold the grip.”

“**Fun!**”

“I **loved** the **experience**”

“Very informative. Helps to make you **more comfortable.** Fun! Great way to **get experience.**”

“Friendly, **knowledgeable** and organized staff!”

“Everyone was friendly and **helpful.**”

“Really **enjoyed** the experience.”

“It was **just fun** to do.”

“The instructors were very knowledgeable and made all **shooters comfortable** even though there was a **wide age gap** in shooters participating.”

“Wish we could see something like this in **more places**.”

“The experience was **exciting** and **educational**. The girls working it was smiling, ready to get me started and when I got excited, **they were excited** for me. They were a lot of fun and very instructional. They **showed me how easy is to handle a gun and to shoot a bow**. Afterwards I looked at the pistols on display.

“I, at first **did not want to** do it just because I am not one to do things like this since I am more on the shy side. But after I got in there and **shot** the bow and the guns, I really had a **good time!** All of the ladies were extremely nice and welcoming, and I had a great time learning from them and brushing up on my skills as well! All the ladies **made me feel really good** while I was shooting, and I **became more confident in myself** with shooting from this experience. My boyfriend's dad is the one who made me do this, and even though I did not want to at first, I am glad I did, I am glad I got to meet all these wonderful ladies, and I had a really good time!”

“Amazing! The lady that showed me the bows was an excellent instructor that **gave me confidence** to try out the sport and had her knowledge to help me within a short amount of time figure out some of the best things that I should be looking for to purchase a bow. I was **encouraged** and **inspired** by confident and **professional women**.”



“Really enjoyed the experience with Shoot Like A Girl’s Test Flight. The ladies were very friendly and knowledgeable of guns and **gun safety**. **First time shooting a bow!** Too cool!”

“It was a fun way to broaden my experience with guns. My previous experience was with a revolver only. They were great about showing me how to use a pistol and rifle. **I want to go again.**”

“I had so much fun, the ladies were great, and it made for a **great experience**.”

“Very interesting and helpful. **And fun...**”

“Very **safe**, comfortable and professional environment. Enjoyed it—**very realistic**.”

“**I LOVED it!** Awesome and fun experience!”

“It was an **awesome experience** and I **learned** so much during that time!”

“The instructors were awesome! They gave me all the information and experience to **bolster my shooting experience**. Thank you!!!”

“**Excellent experience** with well trained staff!”

"I enjoyed the experience. Everyone was detailed, friendly and made me feel **comfortable**. Actually, being able to **hold various firearms** made me sure which route I want to go **when purchasing**. This is an experience every woman should have available if they are even thinking about firearms."

"This experience with both gun and the bow were **great**. The **trainers** were really nice and **professional**."

"I have always shot guns; however, the bow has been somewhat intimidating or elusive. It was **so easy and fun**. I can practice in my backyard. I am looking forward to this **new hobby**. The assistant said I was a natural and 2-3 years ahead of a beginner because of the way I held the bow and my hand open... that got me **even more excited**."

"I **felt at ease** with the instruction I received. I also had a greater sense of making sure I handled the **guns safely** with each move I made."

"This was a great experience and gave me a push to **buy my first** compound bow. I have shot guns before and been hunting several years ago and I'm getting back into it this year. I think this experience would also be great for women that don't understand or are afraid of guns."

"I enjoyed learning the **safety of firearm** and being taught on how to use one."

"I conceal carry, and am comfortable with that. But my husband bought me an AR and I just couldn't get excited about it, **now I am!** I hunt large and small game with a rifle, I'm very comfortable with those. But learned a lot from your instructors. Thx!"

"The ladies were very **welcoming and friendly**. They gave lots of good directions."

"I had a lot of fun and it was **something different** to do."

"The instructors were very friendly and knowledgeable. They were also patient with me learning to shoot a bow. I **enjoyed my experience** with Shoot Like a Girl."

"I have a lack of strength in my back, so the bow was difficult, but you kept working with me and trying out different bows until we found one that would work (but with a little bit of help in the pull from the SLG gal). This helped me see that I could possibly be able to work up the strength to shoot a bow, and **eventually hunt** with one."

"It was a great experience - **non-threatening** and it allowed me to try both a hand gun and a rifle. I'm **now interested** in target and clay shooting".

"I have always **been leery** of guns. I'm in healthcare and always said I'm a healer not a killer lol. **After the instruction** and being able to hold and shoot a gun and bow and arrow I feel much more confident in knowing **I can safely protect myself and my family** as oppose the being scared to hold a weapon."



“Loved that I received good information and instruction. They gave me good tips on shooting better and **very very positive**.”

“The women were so welcoming, encouraging and **created an amazing experience** for my friend and I! They **explained** the stance, how to hold the pistol and which steps to load a gun.”

"**New confidence!** Empowering! So much FUN! Makes you feel like a **ROCKSTAR!!!!**"

“Nice to see **recognition** that **women shoot!**”

“The ladies were very polite, patient, and very helpful **helping me learn** how to shoot from my left side since I am left eye dominate.”

“Prior to this event I **hadn’t shot** in about a year. **Now I’m scheduled to shoot at least monthly!** I am in NW Fort Worth. I would love an event near me!”

“Such a **positive experience** for women who have never been around a gun. Those women working the booth **gave** their visitors such **confidence**.”

“I brought a friend who’d **never shot**. It was a **safe and comfortable** experience for her and far less intimidating than a range.”

“I was already thinking about getting my first gun when I visited Shoot Like A Girl and my experience with Shoot Like A Girl Test Flight was very informative. I **learned** more about how to hold one and what decisions I need to make to find a gun I’m comfortable with. So, I think Shoot Like A Girl is a **very good thing**. And learning this from a woman like me was way less intimidating.”

“The Test Flight was a **great experience** for me and my sister. We were both already very involved in the outdoors and hunting with both bow and firearm. However, we are so glad to see Shoot Like A Girl actively getting girls involved and giving them that **first safe experience** with a firearm or bow. It is a super organization!!!”

“I hadn't planned on shooting, but the Shoot Like a Girl's rep talked me into it. I enjoyed their **no stress instructions** when shooting.”

“It’s was **so fun** and the girls in the trailer were great, too!”

“The ladies who presented were very friendly and knowledgeable about firearms and **safety protocol**. They also answered a variety of questions related to gun safety as well.”

So much fun!!

“It was a great **experience for my daughter and I**. Well done!”

“It was a great experience, friendly people, I was **super nervous**, and they calmed me down, took time to thoroughly **explain** exactly what I need to know and how it should feel. I would definitely **do it again** and suggest to any one that has the chance to do it as well.”



“I have had only shot a pistol previously so shooting the rifle was a nice experience. I really enjoyed shooting the bow and arrow and thought it was a lot of fun. I am thinking of **looking into it as a hobby**. Everyone was very nice and patient.”

APPENDIX 2 - NEWS AND MEDIA MENTIONS

NBC Dallas Fort Worth, Shoot Like A Girl in North Texas:

<https://www.nbcdfw.com/news/local/The-Shoot-Like-A-Girl-mobile-range-makes-stop-in-North-Texas-505250151.html>

NBC Local 33 and Fox 44, Women Learn to Shoot Like A Girl this Weekend at Bass Pro Shops:

<https://www.brproud.com/news/local-news/women-learned-to-shoot-like-a-girl-this-weekend-at-bass-pro-shops/1825356340?fbclid=IwAR1QUCBL10ynIpxWreAQPBDk1Vj7qHVyrKprGwT8GKfK8t7udvH19bgBgbQ>

Ammoland, Shoot Like A Girl Tour Dates:

<https://www.ammoland.com/2019/03/shoot-like-a-girl-2019-clinic-event-tour-dates/#axzz5nY5ujMID>

Shore Shot Archery, Shoot Like A Girl at Archery Trade Association

<https://youtu.be/nb4N48JSYyU>

Women's Outdoor News, Shoot Like A Girl Celebrates 10 Years:

<https://www.womensoutdoornews.com/2019/01/shoot-like-a-girl-celebrates-10-years/>

NRA American Hunter, Hunter Mentor Programs Await Nation Wide:

<https://www.americanhunter.org/articles/2019/3/18/hunter-mentor-programs-await-nationwide/>

Ozarks First, Shoot Like A Girl in Branson, MO:

https://www.ozarksfirst.com/video/shoot-like-a-girl-event-held-in-branson_20190323022629/1870203005

NRA American Hunter, Guide to Hunter Mentor Programs:

<https://www.americanhunter.org/articles/2019/3/14/guide-to-hunter-mentor-programs/>

Women's Outdoor News, The Quest for Elk:

<https://www.womensoutdoornews.com/2019/02/the-quest-for-elk-a-journey-of-resolve-and-faith/>

Whitetail Rendezvous, ATA Day 2 – Shoot Like A Girl:

<https://whitetailrendezvous.com/ata-day-2-2-grandview-outdoors-shoot-like-a-girl-multus/>

Range 365, Women's Self Defense: Situational Awareness and Public Places:

<https://www.range365.com/self-defense-situational-awareness-and-public-places>

Women & Guns, Women in Shooting Sports Show Amazing New Numbers:

<https://www.womenandguns.com/women-in-shooting-sports-show-amazing-new-numbers/>

Sandhills Express, Hunters for Youth Banquet Promotes the Great Outdoors:

<http://sandhillsexpress.com/local-news/hunters-for-youth-banquet-promotes-the-great-outdoors-in-central-nebraska/>

The Outdoor Wire: This Weekend on Bass Pro Shops Outdoor World Radio
<https://www.theoutdoorwire.com/releases/c10dd6ae-a85d-4657-b32f-fee43fd5ae32>

Ammoland, Women take the Lead in Preserving Our Shooting Sports Heritage:
<https://www.ammoland.com/2019/03/women-take-the-lead-in-preserving-our-shooting-sports-heritage/#axzz5iqOXWu8R>

Talk Radio 107.3 – Interview with Karen Butler, President, SLG2, Inc:
https://www.facebook.com/talk1073/videos/345068299684258/?eid=ARAnMat2NxiXz5WgM76fX8wNc04d66q61a08YUKVly_oTM4gvo8AxXBom6pCMcjrJXmJubuGiJeUto9

Hook'n Up & Track'n Down Outdoor Show – Interview with Karen Butler, President, SLG2, Inc (Starts at 1:36:10):
https://www.youtube.com/watch?time_continue=3586&v=NGvK4rzt764

Archer, Meet the 2019 Ambassadors:
<http://womenarchers.com/meet-the-2019-ambassadors/>

Hunting Insider, Walther Signs on as Corporate Partner:
<https://huntinginsider.com/walther-signs-on-as-corporate-partner-with-shoot-like-a-girl/>

Hunting Insider, Shoot Like A Girl Officially Licensed Pack by Alps Outdoorz:
<https://huntinginsider.com/shoot-like-a-girl-officially-licensed-allure-pack-by-alps-outdoorz-unveiled-at-ata-and-shot-shows/>

Julie Golob, Feminine Firepower at SHOT Show:
<https://www.juliegolob.com/feminine-firepower-at-shot-show>

Wobbly Arrow Podcast, Interview with Karen Butler, President, Shoot Like A Girl:
<https://player.fm/series/wobbly-arrow/ep-67-karen-butler-shoot-like-a-girl>

Archery Trade Association, Host a Ladies Only Event:
<https://archerytrade.org/host-a-ladies-only-event/>

Archery Trade Association, Cool and Interesting
<https://archerytrade.org/cool-and-interesting-ata2019-booth-events/>

Guns.com, The Most Exciting New Gear for Hunters:
<https://www.guns.com/news/2019/01/30/the-most-exciting-new-gear-for-hunters-at-shot-show-2019>