



DOUBLESTAR
BUILT FOR VICTORY

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FOR IMMEDIATE RELEASE

DOUBLESTAR HIRES MONICA SIPP AS MARKETING DIRECTOR

Winchester, Kentucky (January 11, 2016) – DoubleStar is pleased to announce the hiring of Monica Sipp as the company's new Marketing Director. Sipp comes to DoubleStar with more than 30 years of experience in the firearms industry, which began in sales at Springfield Armory. Since then, Monica has grown extensive advertising networks and relationships across the country while serving as the VP of Marketing at ArmaLite and Director of Sales and Marketing at both Lewis Machine and Tool and Patriot Ordnance Factory. Her valuable skills and relationships will be put to use as she helps spread the word about DoubleStar's great reputation within the industry.

"I have known Monica personally for 30 years and have the utmost respect for her," said Jack Starnes, founder and President of J&T Distributing, sister company of DoubleStar Corp. "She brings a wealth of knowledge and experience to our company. My only regret is not bringing her on board years ago."

Since her time at ArmaLite, Sipp's recipe for growing businesses has involved building a sales department and gaining market share by putting firearm companies on the map. Sipp has achieved this through marketing and advertising networks, contacts and relationships. Her strategy will be no different at DoubleStar.

"I'm honored to join the talented DoubleStar team," says Sipp. "Furthering the growth of a well-respected company like DoubleStar is a challenge I'm excited for."

DoubleStar Corp., located in Winchester, Kentucky, was formed when customers of J&T Distributing, a leading supplier of thousands of AR parts and accessories, requested complete rifles and pistols crafted from the same high-quality, U.S.-made components. DoubleStar now supplies not only the commercial market but military and law enforcement forces across the world with rugged and dependable firearms.