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**FOR IMMEDIATE RELEASE**

## **Media Lodge Boosts UltiClip Sales, Visits, Traffic 10X**

**WILTON, CT.** – In May, 2015 UltiClip launched its name sake product, a holster retention device proven to provide 10 times the retention of other systems. It can be used with nearly any brand of holster and is proudly 100 percent American made. By every account, it's an outstanding, inexpensive product of interest and importance to America's 12 million-plus concealed carry permit holders. The problem UltiClip faced is common to start-ups: How do you let the world know about your better mousetrap?

A month after launch, UltiClip partnered with Media Lodge to create an awareness campaign including sponsored content and banner advertising campaign on one of Media Lodge's leading sites, ConcealedNation.org, the largest concealed carry community on the internet. When the ConcealedNation.org audience of more than 2 million monthly visitors learned of the UltiClip, the response was dramatic.

The statistics speak for themselves. ConcealedNation posted a sponsored blog illustrating how UltiClip is changing the face of concealed carry, and that same evening promoted the post on its Facebook page. The Facebook post itself generated huge world of mouth with new 1,292 likes and 539 shares. Website visits were up more than 10 fold. Unit sales spiked more than 10 times normal.

"We are blown away by what the exposure on the ConcealedNation platform did for us," said Randall Darby, founder and president of UltiClip. "We've never doubted the quality, reliability or necessity of the UltiClip for concealed firearms carriers, but the response when the message was delivered by ConcealedNation was and continues to be nothing short of amazing." **(THIS QUOTE NEEDS TO BE CLEARED WITH SOURCE.)**

Media Lodge, the network including ConcealedNation.org and 30+ other influential and leading blog sites, consistently delivers these stellar results for its advertising and promotional partners. In total, Media Lodge properties deliver banner advertising, magazine advertising, sponsored content features, on-demand video, enewsletters, dedicated email and social media to more 16,000,000 visitors/viewers each month.

If you're interested in these kinds of results for your company, contact Christen Everly at 952-847-4437 ([christen@medialodge.com](mailto:christen@medialodge.com)) or Lee Sarles at 952-847-4437, ([lee@medialodge.com](mailto:lee@medialodge.com)).

### **About Media Lodge**

Media Lodge develops powerful and influential interactive media brands and platforms for active enthusiasts and fans in the shooting, hunting, prepping, fishing, outdoor adventure, and spectator racing sports categories. Media Lodge connects advertisers with these high value and hard to reach audiences. The company's GunUp the Magazine, custom content, video and high-impact display ads are delivered at scale through its exclusive properties including 50campfires.com, GunUp.com, TheTruthAboutGuns.com, M4Carbine.net, ConcealedNation.org, and GunBroker.com. Media Lodge is a division of IA Tech, which is also the parent company of GunBroker.com.

For more information please visit **[www.medialodge.com](http://www.medialodge.com)**.

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