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The Orvis Company and Pursell Farms Partner to Open New Shooting Grounds

Orvis Shooting Grounds at Pursell Farms introduces Sporting Clays, Wingshooting and Fly-Fishing Schools, plus much more at boutique resort in central Alabama

SYLACAUGA, A.L., SEPTEMBER 29, 2015 – Orvis and Pursell Farms are thrilled to announce the opening of “Orvis Shooting Grounds at Pursell Farms” on Pursell Farms’ more than 3,200 pristine acres. The opening will take place on October 3, 2015 and will include a new Sporting Clays course, Orvis Fly-Fishing and Wingshooting Schools, bird hunts, a retail operation and more. The shooting grounds are the result of a partnership signed this summer between Pursell Farms LLC, the esteemed boutique resort set in the Alabama countryside offering sporting services, an exceptional golfing experience, deluxe lodging and high-tech meeting space, and The Orvis Company, Inc., the world-renowned sporting retailer and services provider with more than 80 stores in the U.S and the U.K.

The new, state-of-the-art sporting clays course is fully automated and was designed with both the novice and advanced wingshooter in mind. With 12 stations nestled at the base of scenic Chalybeate Mountain in the rolling foothills of the Appalachians, multiple shots are designed to replicate various hunting scenarios in both wooded and open-field settings. Station #8, *Bandtail Pigeon*, overlooks historic Fayetteville, offering a remarkable view of native grassland fields and a backdrop of rolling hills.

“Orvis and Pursell Farms share a deep connection with the adventure and wonder of the outdoor world,” said Simon Perkins, senior manager of Orvis Adventures & Hunting. “Together we’re creating a preeminent place where people can indulge their passion and curiosity for sporting adventure. We are creating a complete environment for people who want to pursue or be invited into our Orvis way of life, whether that be through our sporting experience or merchandise.”

Additional amenities, new venues – including the clubhouse – and more activity options will debut in the spring of 2016, when Orvis Shooting Grounds at Pursell Farms will celebrate its Grand Opening. The Orvis Shooting Grounds at Pursell Farms is the second Orvis sporting destination – the first being the legendary Orvis Sandanona in New York, which is the oldest licensed game bird preserve in the country. Orvis Sandanona is a thriving, modern sporting destination that consistently ranks among the nation’s finest – precisely what Orvis and Pursell Farms will provide its guests, who are accustomed to exemplary customer service and first-rate amenities.

For more information, visit www.orvis.com/pursellfarms

About The Orvis Company:

Founded in 1856, Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S and the U.K., including its Flagship store in Manchester, VT, and maintains a network of over 400 dealers worldwide. The oldest continuously operating catalog company in the country, Orvis is the premier outfitter of outdoor adventures. A leading corporate steward for the environment, Orvis contributes 5% of its pre-tax profits to protect nature, support communities and advance canine health and well-being. Learn more at www.orvis.com.

About Pursell Farms:

Established in 1975 by the Pursell Family and located at Pursell Farms in Sylacauga, Ala., Pursell Farms includes a one-of-a-kind research and demonstration facility and Farm Links Golf Club, an 18-hole, 7,444-yard, award-winning championship golf course that is open to the public. The company's cutting-edge environment also offers high-tech meeting spaces, deluxe lodging options and first-rate fishing and wildlife habitat with 5-stand clay shooting range and unique hunting adventures. Valor Hospitality Partners, a full-service hotel management company that operates 27 hotels worldwide, manages Pursell Farms. To learn more about Pursell Farms, visit www.pursellfarms.com.

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