



## Daniel Defense Releases First Choice™ 300 AAC Blackout Ammunition

**Black Creek, GA- March 21, 2016** - Daniel Defense, engineer and manufacturer of the world's finest firearms and accessories, has released the first caliber of high-quality ammunition it will offer under its First Choice™ brand: 300 AAC Blackout. The company also has plans to expand its offerings to include the popular 5.56mm and 7.62mm calibers in the future.

The new Daniel Defense 300BLK (7.62x35mm) Subsonic Ammunition is designed for target shooting and/or home defense. It is manufactured using the highest-quality components available, including durable brass cases and precision 220-grain Lapua-Scenar-L OTM bullets, the first choice for serious target-shooting competition.

“We’re passionate about the launch of our 300BLK ammo,” said Cindy Daniel, Chief Marketing Officer. “It represents a whole new era for our brand—one where we can now ensure that the ammo that goes into our firearms is as high quality as the firearms themselves.”

To ensure the highest levels of quality, each and every First Choice round stamped with a “DD” must undergo and pass a thorough inspection to ensure critical dimensions that affect accuracy are met before it leaves the Daniel Defense factory. The Daniels have a long-standing philosophy on seconds and blemished product, “If it’s not perfect, it doesn’t go to market.”

Daniel Defense 300BLK Subsonic Ammunition retails for \$50.00 for a box of 30 rounds. It is currently for sale only directly from Daniel Defense online at [www.danieldefense.com](http://www.danieldefense.com). Free shipping is included on any ammunition purchase of a case, which contains four boxes of ammo, or more.

### About Daniel Defense

Located in Black Creek, Georgia, Daniel Defense is a leading manufacturer of premium firearms, rail systems, and accessories. Its iconic brand remains unmatched in quality, precision and world-class customer service. President/CEO Marty Daniel founded Daniel Defense, which started out creating rails and accessories for the AR-15 platform in small batches. Today, with two locations and a combined 137,000 square feet of manufacturing space, Daniel Defense continues to make quality rails and accessories and the world’s finest firearms for civilian, law enforcement, and military customers.

For more information, visit [www.danieldefense.com](http://www.danieldefense.com).

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