



## **PRESS RELEASE**

O.F. Mossberg & Sons, Inc.  
7 Grasso Ave ~ North Haven, CT 06473  
ph (203) 230.5300 ~ fx (203) 230.5420  
www.mossberg.com

Contact:

KIM CAHALAN  
Press Relations  
(309) 944.5341

GRETCHEN HIGHSMITH  
Marketing Assistant  
(203) 230.5352

### **THE NEW MOSSBERG® JIC™ Does Your Survival Plan Include Defending Your Home and Loved Ones?**

North Haven, CT (August, 2006) – Introducing the new JIC™ (Just In Case) from Mossberg. Whether it's survival in the backcountry or hurricane season on the coast, one can never be too prepared for the unexpected. And for those who don't assume that someone will always be there to defend what's important, this new all-in-one package fits the bill.

The heart of the JIC™ package is the venerable 12 gauge Mossberg® 500® Pump-Action. Fitted with a compact 18-1/2" barrel and rugged synthetic pistol grip and forearm, it's offered in your choice of the blued Cruiser® model, or the Mariner®, featuring our proprietary Marinecote™ finish for employment in or around harsh marine environments. Each is sealed in re-sealable clear bag, and is packaged in a heavy-duty, waterproof synthetic carrying-tube complete with re-sealable top and nylon carrying strap. You'll also find convenient accessories including the waterproof 'Survival Kit-In-A-Can' (Cruiser® model), or the durable multi-tool and serrated lock-back knife combo pack with cordura case (Mariner® model).

-more-

***Safety and safe firearms is everyone's responsibility.***

**JIC™ 500® Cruiser® kit includes:**

- 500® Cruiser® 12 gauge pump-action, 6-round capacity, 18-1/2" barrel, bead sight, blued metal finish
- Waterproof Survival Kit-In-A-Can, containing the necessities to keep you going when an emergency strikes
- Floating synthetic carrying-tube with shoulder strap
  - Tube includes a heavy-duty synthetic seal, factory tested to be air-tight and waterproof to a minimum of 17psi or 40' when properly installed
- Gun lock
- Swivel studs
- Owner's manual
- Contents packaged in heavy-duty re-sealable bag

**JIC™ 500® Mariner® kit includes:**

- 500® Mariner® 12 gauge pump-action, 6-round capacity, 18-1/2" barrel, bead sight, proprietary Marinecote™ metal finish
- Heavy-duty multi-tool, serrated blade lock-back survival knife and cordura carrying case
- Floating synthetic carrying-tube with shoulder strap
  - Tube includes a heavy-duty synthetic seal, factory tested to be air-tight and waterproof to a minimum of 17psi or 40' when properly installed
- Gun lock
- Swivel studs
- Owner's manual
- Contents packaged in heavy-duty re-sealable bag

-more-

## Product Specifications

Action Type: Pump-Action

Gauge: 12 gauge

Barrel: 18-1/2" Cylinder bore

Sight: Bead

Avg. Gun Weight (lbs.): 6-3/4

JIC™ 500® Cruiser® 12 ga. Pump-action with OD Green carrying-tube MSRP:\$279

JIC™ 500® Mariner® 12 ga. Pump-action with Marine Orange carrying-tube MSRP:\$329

Founded in 1919, O.F. Mossberg & Sons, Inc. is the oldest family-owned firearms manufacturer in America, and is the largest pump-action shotgun manufacturer in the world. Leading the way with over 100 design and utility patents to its credit, and standing as the first ISO 9001 certified long-gun manufacturer, Mossberg is considered to be one of the most innovative firearms manufacturers in U.S. history.

For more details on the new Mossberg® JIC™ and the complete line of commercial, special-purpose, law enforcement and military shotguns, rifles and accessories, please call your local Mossberg dealer or visit us online at [www.mossberg.com](http://www.mossberg.com).

#####