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**New Primos Bullet Proof Camera Is as Simple as It Gets — Period**

FLORA, Mississippi – February 18, 2015 – [Primos® Hunting](http://www.primos.com), an innovator in hunting calls and products, is excited to introduce the new Bullet Proof trail camera. At Primos we are always striving to make products that are simple to use. The Bullet Proof camera is the simplest trail camera to use, period. Simply insert batteries and an SD card, and then turn the camera on. You get full color daytime images and infrared night images. Never before has surveillance been so simple!

The Bullet Proof Camera takes sharp 6MP images day or night, hot or cold, with extreme reliability. It offers a steadfast 1-second trigger and 14, 850nM Low Glow LEDs for clear nighttime images. It runs on eight AA batteries for 9 months without interruption to allow year-round scouting.

Small and easily concealed, it is compatible with Primos’ 20/20 Universal Camera Mount for perfect shot alignment at any location. The new Bullet Proof Camera is built for one purpose: To give hunters the most reliable, most simple-to-use scouting aid money can buy with the functions that really matter and none of the extras that don’t.

The new Primos Bullet Proof Camera has an estimated retail price of $86.95 and will be available this spring.

For more on Primos Hunting, visit <www.primos.com>.