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## ALPS OutdoorZ Announces Big Bear X, New Product for Extreme Line 2016

**New Haven, MO** – When it was time to design and manufacture the best packs on the market, ALPS OutdoorZ didn't take the challenge lightly. Using premium materials and components, extremely adjustable and comfortable suspension systems, and design features that support a variety of hunting activities, the Extreme line of premium hunting packs burst onto the scene in 2015.

"After successfully launching our new line of premium Extreme hunting packs to some very positive feedback, we knew we couldn't stop there," explained Zach Scheidegger, ALPS OutdoorZ product manager. "The new products that we are introducing to the Extreme line this year really expand upon what makes the Extreme line such a fantastic group of hunting packs."

Coming off the heels of the successful launch of the Extreme line of premium hunting packs, ALPS OutdoorZ looked to continue to innovate and expand into new product categories. Bringing their signature brand of quality designs and features to the first expansion of the Extreme line, ALPS OutdoorZ proudly announces a brand new Extreme product for 2016; the **Big Bear X**.

The Big Bear X is a lumbar style pack that can be worn using a harness and has an expandable "daypack" built in, effectively making the Big Bear X two packs in one. The day pack expands out of the lumbar pack when you need it, and folds down into the lumbar pack when you don't. Like the other products in the Extreme line the Big Bear X is constructed using only the strongest materials available. Utilizing 1680D Nylon Ballistics fabric throughout and featuring hypalon built into the lashing points, this pack is unmatched for strength and durability. Lycra shoulder straps and a molded foam waist belt are used to insure the most comfortable fit possible. The Big Bear X features four compartments; two side pockets, one front pocket and the main pocket, so you know you'll have all the room you need to carry your gear with you. The Big Bear X also features an adjustable and removable bow hook that allows you to hang your bow by your side while you rest. The bow hook can be attached to either side of the waist belt for right or left handed shooters, insuring a customizable fit no matter your shooting preference.

The Extreme line of packs aren't only practical, durable, and aesthetically appealing, but they've been used and abused by hunters in regions all across the US to ensure that they really are the best choice on the market. To learn more about the Big Bear X, and all of the products in the ALPS OutdoorZ Extreme line, please click on the link and visit the website at <http://outdoorz.alpsbrands.com/products/extreme>.

### About ALPS OutdoorZ

ALPS OutdoorZ is part of ALPS Brands, which started with ALPS Mountaineering in 1993, with the mission of providing quality, high performance, and affordable gear for backpackers and campers. ALPS Mountaineering designs and markets tents, sleeping bags, air pads, packs, camp furniture, and other outdoor accessories. ALPS OutdoorZ was started in 2007 when the company extended their knowledge gained from designing quality backpacking and camping gear to market and design camouflaged gear for hunters, such as packs, blind chairs and camp furniture, sleeping bags, and gun cases. ALPS OutdoorZ items are sold and distributed in the best camping, backpacking, and outdoor dealers throughout the entire US and Canada. For more information, please visit [www.alpsoutdoorz.com](http://www.alpsoutdoorz.com).

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