



**FOR IMMEDIATE RELEASE**

**burton + BURTON™ announces addition of Mossy Oak® license**

Bogart, GA (January 3, 2014)

burton + BURTON™ recently added the Mossy Oak® license to its family of brands.

burton+BURTON™ plans to introduce a line of ornaments, mugs, tumblers, and other products featuring the officially licensed Mossy Oak® pattern.

"The camo trend continues to be popular, and with Mossy Oak® being one of the best known and widely respected patterns in the outdoor industry, it made sense to pair their patterns with our products. We think our customers will respond well to these licensed products at upcoming markets," said Maxine Burton, founder and president of burton + BURTON™.

Mossy Oak® ([www.mossyoak.com](http://www.mossyoak.com)) and its parent company, Haas Outdoors, Inc., specialize in developing and marketing modern camouflage designs for hunters and outdoorsmen. Established in 1986 and headquartered in West Point, Mississippi, Haas Outdoors, Inc. is the outdoor industry leader in camouflage design, international licensing, and marketing.

*Founded in 1982, burton + BURTON™ is a family-owned and operated business that has grown into one of the largest wholesale distributors of balloons and coordinating gifts in the world.*

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

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