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Sales of Pink Genesis Bows Produce \$15,000 in Fight Against Breast Cancer.

Sparta, Wisconsin, October 20, 2008 — In just six months, sales of Brennan Industries' new Pink Lemonade Genesis bow has generated \$15,000 for the Breast Cancer Research Foundation.

The Pink Lemonade Genesis bow was inspired by a high school archer in Kentucky. Morgan Floyd's custom pink Genesis bow became a symbol and focal point for her when her mother was diagnosed with breast cancer. Floyd practiced intensively to keep her mind off the fearful subject of her mother's cancer, and ultimately won the NASP female national championship in 2007. Brennan Industries heard Floyd's story and introduced the first breast cancer awareness bow last April, pledging ten dollars from each to the fight against breast cancer.

By September, 2008, the Pink Lemonade Genesis bow had raised significant money for research. Through hang tags on the bows, it also underscored the importance of early detection in the fight against breast cancer. "We want to raise money for breast cancer research and also educate girls, young women and others about the disease. We plan to make this program available indefinitely and continue donating a portion of the proceeds to fight breast cancer," says Kevin Stay, President of Brennan Industries.

Genesis is the official bow of the National Archery in the Schools Program (NASP). Its mission is to teach target archery in grades four through twelve, as part of physical education classes.

Brennan makes Genesis bows available, at reduced prices, directly to schools, government agencies, and other non-profit organizations. The general public can find three models of the Genesis bow, including two models of the Pink Lemonade Genesis, at sporting goods retailers nationwide.

For additional information about the new Pink Lemonade Genesis bow, the full line of Genesis bows, the NASP, and Morgan Floyd's story, contact Brennan Industries at 608-269-0832 or visit www.genesisbow.com.

Genesis is a trademark of Brennan Industries. Their corporate headquarters is located at 2035 Riley Rd., Sparta, WI, 54656. The Breast Cancer Research Foundation is located at 60 East 56th St., 8th floor, New York, N.Y. 10022.

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