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## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **CRUSH® AND ANI-LOGICS OUTDOORS® JOIN FORCES**

**Ani-Logics Outdoors®**, together with Lee and Tiffany Lakosky of the **Crush® with Lee and Tiffany**, are pleased to announce their new partnership to take whitetail deer herd management to the next level. Lee explains the reason for the new partnership, "We really like the fact that Ani-Logics™ has taken a scientific approach to feeding deer. We were looking for a deer feed company that not only offers amazing attraction, but has a complete, year-round approach to deer herd management, including: supplements, minerals, and attractants for every season." Both Lee and Tiffany, and Ani-Logics™, like most hunters, share the philosophy that, "There is No Off Season". The Lakosky's, along with Ani-Logics™ believe shooting mature trophy bucks isn't just a coincidence or good fortune; it takes years of strict deer herd management, perseverance, dedication, and hard work out in the field during the off season to prepare for that one perfect shot.

CEO Marc Freese, of Ani-Logics Outdoors®, echoes the importance of the Lakosky's disciplined approach, "Growing a trophy class buck isn't just luck, it is a result of great genetics, plus superior nutrition. Nutrition is often the underestimated variable that we can control; by offering balanced nutrients at the right times of year, we can help deer reach their maximum potential, improve antler growth, promote immune system function, and increase the deer's chances of fighting off potentially deadly secondary diseases. Mother nature doesn't always provide deer with what they need; we studied deer livers to see what was missing in their diets and developed formulas and products specific to providing deer with these crucial missing nutrients."

Through this partnership, the Lakosky's will offer their line of CRUSH® products made exclusively by Ani-Logics Outdoors®. The upgraded lineup includes: granular, liquid, block, and brick attractants, powered with Ani-Logics Outdoors' proprietary Ani-Shield TX4® Technology. Ani-Shield TX4® gives deer critical nutrients that nature doesn't always provide, filling the nutritional gap. Ani-shield TX4® includes vitamins for overall health, key bone-building minerals,

laboratory-tested essential oils, and digestive and immune boosting next generation probiotics, not to mention incredible attraction!

Ani-Logics™ uses science, backed by research, with 70 plus years of experience in vet clinics, autogenous vaccine laboratories, and animal nutrition companies. Plans for an expanded lineup with exciting new products are also in the works. Freese says, "With Lee and Tiffany joining our team, we are now honored to partner with two of the most respected deer hunting legends in the industry, Lee and Tiffany Lakosky and the Drury Outdoors team. Together, their extensive knowledge of whitetails and deer herd management are valuable resources as we work together towards the development of future products."

**To place an order or to discuss the science of the new and improved Crush® products, please visit [www.crushfed.com](http://www.crushfed.com) or call 844-372-3557.**