

FOR IMMEDIATE RELEASE*Contact:*

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PULSE O2DA FIREARMS TRAINING, INC., ANNOUNCES NEW AUTHORIZED TRAINING PARTNER PROGRAM FOR GUNS SHOPS AND RANGES

Chicago, IL, April 11, 2012 **Pulse O2DA Firearms Training, Inc. (Pulse O2DA)**, announced today a new Authorized Training Partner (ATP) program for gun shops and ranges. The program encompasses three facets:

1. **Training Referrals.** Pulse O2DA pays their Authorized Training Partners a referral fee for each “referred” client that takes one of their courses. Additionally, the customer gets 10% off the cost of their course by registering through the ATP and they also get \$200 of free training resources. The only way the customer can get this deal is by registering through the ATP.
2. **Portal Subscriptions.** The Pulse O2DA Armory is our online subscription portal that contains PDF and HTML versions of our manuals plus other resources that explain the Pulse Engine methodology. Authorized Training Partner receive a 25% commission on all subscription revenues from their customers that subscribe to Pulse O2DA Armory.
3. **Retail Manual Sales.** The Pulse O2DA manuals, a 3-volume set - Strategy, Tactics and Drills can be purchased for retail sales by ATP's. The manuals retail for \$19.95 a piece or \$49.95 for the set.

Additionally Pulse O2DA lists all Authorized Training Partners on their web site and encourages web visitors to sign-up for courses at Authorized Training Partner's shops in order to get a 10% discount and \$200 of free training resources. A full set of marketing collaterals and POP displays are also available.

Click the following link for more details about the ATP program: http://www.pulseo2da.com/Pulse_ATP.html

About Pulse O2DA Firearms Training, Inc. We have one objective at Pulse O2DA - to teach our clients the gun fighting skills necessary to win the fight of their life. We don't teach competitive shooting or recreational gun handling skills. We teach a devastatingly effective gun fighting methodology we created called the Pulse Engine, a method that quite simply unravels an adversary. We offer training classes, sell manuals that describe our methodology and have an on-line subscriber based gun fighting portal called the Pulse O2DA Armory. If you are serious about weapons training and you enjoy learning not just the mechanics, but also the theory, strategy and tactics that allow you to dominate a lethal threat confrontation - then register for a course, buy our manuals or subscribe to the Pulse O2DA Armory.

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