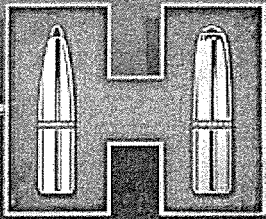
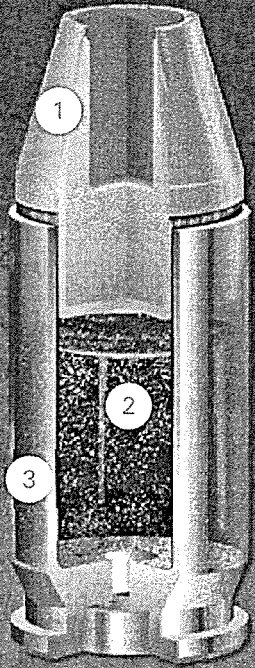


**EXHIBIT W**



# Critical Defense®

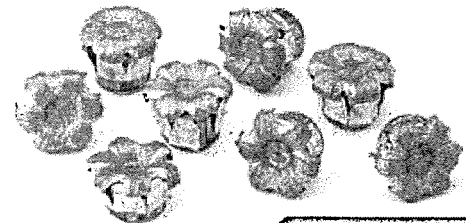


- **FTX® BULLET TECHNOLOGY**  
The patented FTX® bullet will expand reliably EVERY SINGLE TIME!
- **OPTIMIZED PROPELLANTS**  
Optimized propellants burn quickly, reduce recoil and limit muzzle flash to protect night vision.
- **NICKEL-PLATED CASES**  
Nickel-plated cases resist tarnish and greatly enhance low-light chamber checks.

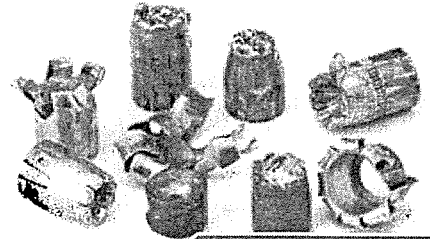
## *When lives are on the line, only the best will do*

Since their inception, conventional hollow point pistol bullets have performed well, but, have never delivered 100% reliability, especially in self-defense situations. The patented Flex Tip® technology used in Critical Defense® ammunition eliminates the clogging and inconsistency which often plagues hollow point bullets. Hornady® achieved this by using the same tip material as used in LEVERevolution® ammunition.

All Critical Defense® ammunition is loaded in nickel cases for increased visibility in low-light situations. Premium low flash propellants deliver proven performance, even in very short-barreled handguns, and won't disrupt your vision. Reliable expansion and perfect terminal performance can be counted on every single time.

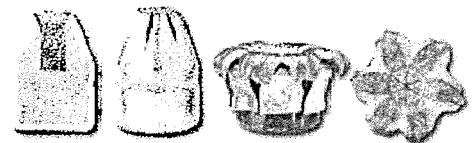


**HORNADY®**



**COMPETITORS**

**The patented FTX® bullet will expand reliably EVERY SINGLE TIME!**



9MM 115 gr. FTX®



To learn more, scan the QR code. Search your phone's app store for a QR code reader.

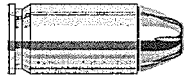
# Critical Defense®

1-800-338-3220 | HORNADY.COM

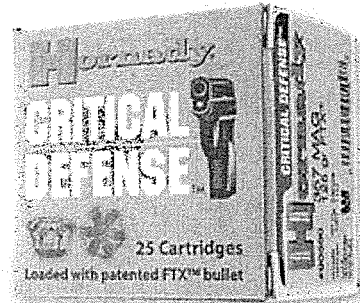
**NEW!**



22 WMR 45 gr. FTX® **NEW!**



9x18 Makarov 90 gr. FTX® **NEW!**



CARTRIDGE	BULLET	ITEM	COUNT
22 WMR	45 gr. FTX®	83200	50
380 Auto	90 gr. FTX®	90080	25
9MM Luger	115 gr. FTX®	90250	25
38 Special	110 gr. FTX®	90310	25
38 Special+P	110 gr. FTX®	90311	25
357 Magnum	125 gr. FTX®	90500	25

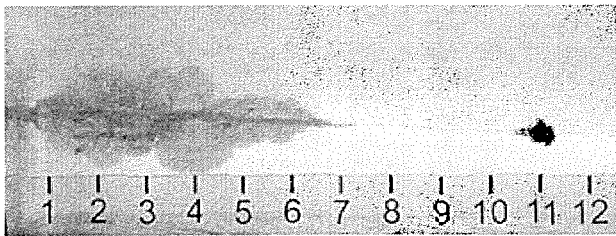
CARTRIDGE	BULLET	ITEM	COUNT
9x18 Makarov	95 gr. FTX®	91000	25
40 S&W	165 gr. FTX®	91340	20
44 Special	165 gr. FTX®	90700	20
45 Auto	185 gr. FTX®	90900	20
45 Colt	185 gr. FTX®	92790	20
12 Gauge 00 Buckshot	8 pellets	86240	10

☐ Indicates New for 2012.

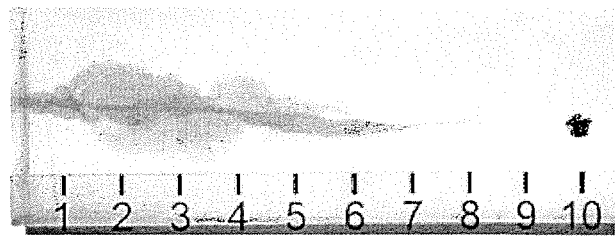
Reference Center Spread for Ballistics Information

## Purpose-built for concealed carry guns

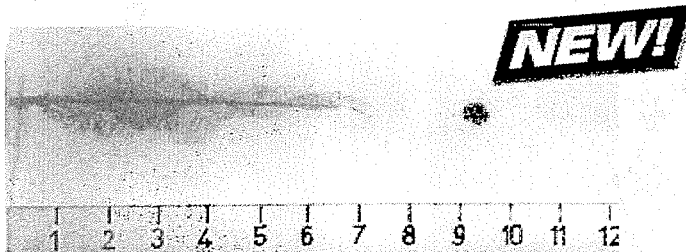
- Unaffected by thick and heavy clothing, including denim and leather.
- FTX® bullet delivers superior controlled expansion and large, deep wound cavities over a wide range of velocities.
- Clean burning and efficient propellants reduce recoil in lightweight handguns, and perform consistently at all temperatures.
- Minimal muzzle flash protects night vision.
- Feeds reliably in pistols.
- Silver nickel plating prevents corrosion and is easily visible in low light situations.
- Bullets are custom designed for individual loads.
- The most effective, consistent, and reliable self-defense ammunition available today!



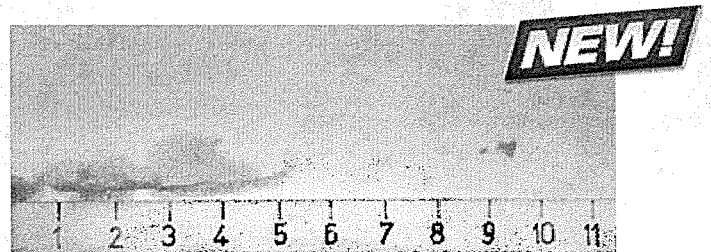
9 MM Luger 115 gr. FTX® – heavy clothing



380 Auto 90 gr. FTX® – heavy clothing



9x18 Makarov 95 gr. FTX® – heavy clothing



22 WMR 45 gr. FTX® – heavy clothing