

Small Cap Sentinel: Locked and Loaded

ORLANDO, FL / ACCESSWIRE / June 13, 2018 / When we survey the marketplace for companies to cover we try and identify those that will immediately find a base of interest with our readers. It is easier to explain a story to someone who is already interested in a particular industry.

Such is the case with American Rebel (OTCQB: AREB), a flag-waving, red-blooded American company who is targeting a large portion of the population with their unique product line that serves the rapidly expanding concealed carry gun market. Recent news reports confirm that not only is the concealed carry market growing as evidenced by the increase in permits issued in the country, but also that the user base is getting more diverse. This suggests a trend not a fad. (source: <https://fxn.ws/2uMubT2>) Additionally, at least 11 states have passed laws allowing the concealed carry of guns without a permit, and 16 states have introduced legislation this year to do the same, according to the National Conference of State Legislatures and the National Rifle Association. (source: <https://tinyurl.com/y95d83ja>)

According to the Crime Prevention Research Center report:

- Concealed handgun permits in the United States soared by 1.83 million since last July, setting a record for the fourth consecutive year.
- The total number of concealed handgun permit holders in the country rose to 16.3 million (as of 2017), with some of the biggest increases occurring among women and African-Americans.
- Concealed handgun permits are now held by some more than 6 percent of American adults, the CPRC analysis found. Outside the restrictive states of California and New York, that figure rises to about 8 percent.

American Rebel's product line is centered around this movement, offering an array of products for concealed permit holders and other safety items. Take a look at the product line to see American Rebel's concealed carry jackets and concealed carry backpacks to get an idea of what the Company is doing.

One thing is for sure; American Rebel and CEO Andy Ross know their market and are pushing in the direction customers are already leaning, heading off to the National Rifle Association's recent annual meeting to set up shop, reporting strong sales among attendees.

"Our Concealed Carry Backpacks and Coats continue to be strong sellers and our new line of Women's Concealed Carry products was a monster success. One of the reasons for our tremendous sales was the amount of people that purchased multiple items. The husband would buy a Concealed Carry Backpack and then the wife would say, 'I'll take one with pink trim and give me the grey one for our son.' It was like that all day. On average we sold an American Rebel product every seven minutes and forty-six seconds.

It's an important success, granular as it may be, because it came at the core of our target market," stated Andy Ross, CEO, American Rebel.

Ross will look to expand on these early successes and those in his other sales channels as the company continues to expand their product line and revenue. If early sales successes are any indication, American Rebel may be locked and loaded, ready to capitalize on a growing American trend.

As Small Cap Sentinel was preparing to release this report, American Rebel released news that the Company has been awarded a U.S. Patent covering their innovative Concealed Carry Backpacks, Luggage, Purses, Clothing, or other items one would carry. These new products work with American Rebel's forthcoming smartphone app to alert the user on the user's smartphone when they are entering a geo-fenced area. American Rebel preloads secured areas of airports and federal buildings where firearms are prohibited to prevent their customers from being detained and missing their flight, incurring fines or possible arrest. Nearly 4,000 guns were found by TSA at US airports in 2017 and most were forgotten and inadvertently left in luggage, briefcases and backpacks. This breaking news about this patent award is significant, as a patent of this nature could add material value to American Rebel.

For more information on American Rebel, please visit:

www.AmericanRebel.com

About Small Cap Sentinel

Small Cap Sentinel is owned and operated by Emerging Markets Consulting, a syndicate of investor relations consultants representing years of experience. Our network consists of stock brokers, investment bankers, fund managers, and institutions that actively seek opportunities in the micro and small-cap equity markets.

For more informative reports such as this, please sign up at <http://www.emergingmarketsllc.com/newsletter.php>

*** To receive free Research Reports from our Research Division, please subscribe today at:

www.PracticalResearchPartners.com

Section 17(b) of the Securities Act of 1933 requires that any person that uses the mails to publish, give publicity to, or circulate any publication or communication that describes a security in return for consideration received or to be received directly or indirectly from an issuer, underwriter, or dealer, must fully disclose the type of consideration (i.e. cash, free trading stock, restricted stock, stock options, stock warrants) and the specific amount of the consideration. In connection therewith, EMC has received the following compensation and/or has an agreement to receive in the future certain compensation, as described below.

We may purchase Securities of the Profiled Company prior to their securities becoming publicly traded, which we may later sell publicly before, during or after our dissemination of the Information, and make profits therefrom. EMC does not verify or endorse any medical claims for any of its client companies.

EMC has been paid 500000 shares by American Rebel EMC does not independently verify any of the content linked-to from this editorial.

<http://emergingmarketsllc.com/disclaimer.php>

Emerging Markets Consulting, LLC

Florida Office

15701 State Road 50, Suite #205

Clermont, FL 34711

E-mail: jamespainter@emergingmarketsllc.com

Web: www.emergingmarketsllc.com

SOURCE: Small Cap Sentinel