

American Rebel CEO Andy Ross pays tribute to his legendary father at the Bud Ross – Celebration of Life

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NASHVILLE, TN / ACCESSWIRE / July 10, 2018 / American Rebel (OTCQB: AREB) CEO Andy Ross and his band performed during the Bud Ross – Celebration of Life May 20 in Chanute, KS. Bud Ross, 77, passed away March 10, 2018, after a short battle with cancer. Chanute was the home of Kustom Electronics and Birdview Satellite, renowned public companies founded by Andy's father Bud Ross. Thousands of Chanute residents worked at either Kustom or Birdview and many of them attended the Celebration of Life and shared with Andy how important to them their experiences and life lessons learned at Kustom and Birdview had been. Bud Ross founded Kustom Electronics in Chanute in 1964 and built the company into the world's largest manufacturer of sound equipment. By 1966 Kustom had become known for its powerful clean sound and iconic tuck-and-roll upholstery look. Kustom amps and speaker cabinets were used by The Grateful Dead, Creedence Clearwater Revival, Leon Russell, Johnny Cash, The Jackson Five, and many others. Bud Ross was inducted into the Kansas Music Hall of Fame in 2006 for his contributions to music. In 1981, Bud Ross founded Birdview Satellite, which made the first widely affordable and technically advanced home satellite systems which became wildly popular in rural areas of the country. Bud Ross's well-known entrepreneurial spirit and ability to identify an opportunity clearly passed on to his son and is a strong element in the foundation of American Rebel. "When someone tells me I'm a chip off the old block, that's the greatest compliment anyone could ever give me," said Andy Ross. When Bud was playing in rock-n-roll bands in the early 1960s he became tired of amplifiers breaking down all the time, so Bud taught himself about electronics. Bud moved toward solid state technology and away from temperamental tube technology that was customary at that time. When Bud founded Birdview Satellite he identified an opportunity to improve upon technology and create a more affordable, consumer-friendly and dependable method of receiving television programming. Bud's son Andy wanted to have a backpack for his every day use that would safely conceal his handgun. Bud had loved to say, "How can you dream big if you're not seeing big?" Bud Ross had clearly shown his family and his employees how to see big and in 2004 Andy founded and took public Digital Ally (NASDAQ: DGLY) and in 2014 Andy founded American Rebel – America's Patriotic Brand and their innovative line of concealed carry backpacks, coats, jackets, and apparel.

The Bud Ross – Celebration of Life featured six bands that performed in downtown Chanute to a big crowd that included youngsters and old friends of Bud's that had traveled many miles to pay tribute to their friend. There were a lot of tears when Andy dedicated his performance of his song "I Am My Father's Son" to his dad. It was a fitting tribute to a ground-breaking entrepreneur that had impacted the lives of his employees and their families, often paying college tuition for his employees' children and doing everything he could to lend a hand to those in need.

About American Rebel

American Rebel (OTC: AREB) was founded by Charles A. "Andy" Ross as America's Patriotic Brand. Andy has previously founded Digital Ally, Inc. (Nasdaq: DGLY) and Ross Archery. American Rebel's initial product offering is its line of concealed carry products, which were launched at the 2017 NRA Annual Meeting. "There's a growing need to know how to protect yourself, your family, your neighbors or even

a room full of total strangers,” says American Rebel’s CEO Andy Ross. “That need is in the forethought of every product we design.” For more information on American Rebel, go to www.AmericanRebel.com.

American Rebel’s Forward-Looking Safe Harbor

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