WELCOME TO CCI®
THE LEADER IN RIMFIRE AMMUNITION®

At CCI®, we always think it’s worth taking a closer look. Paying attention to every little detail is just one of the ways we’ve become The Leader in Rimfire Ammunition®. No matter what type of shooting or hunting you’re doing, we have a special load, bullet or payload that is your best option.

New this year, we’re proud to bring you an AR Tactical load in 22 Long Rifle. This exciting new round offers superior accuracy and is ideal for modern sporting rifle shooters. See our Competition, Target and Plinking section for more details.

World-renowned IPSC champion Eric Grauffel is still winning every competition he enters, and doing it all with the unbelievably consistent CCI primer. Grauffel has shot well over 2 million rounds through his gun without a misfire. This combination of his speed, skill and talent and the quality of CCI primers is definitely worth a closer look.

As always, CCI brings you the finest, most advanced and diverse lineup of rimfire products available. Thanks for shooting CCI.

see what Eric Grauffel is up to now... . . see page 12 for details.

over 2 MILLION rounds without a MISFIRE

NEW!

AR Tactical 22 Long Rifle
Look for this exciting new option from CCI.

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CCI VARMINT AMMUNITION

The evidence is in the lineup. One look is all it takes to know that CCI® understands what varmint hunters desire. Our Varmint Ammunition line features a variety of bullet technologies that are designed for the same goal: total devastation on impact.

Our V-Max®, TNT® and TNT Green® offerings are designed for explosive expansion, while products like Mini-Mag® and Maxi-Mag® offer controlled expansion and excellent energy transfer. And then there’s the Segmented Hollow-Point. On impact this projectile breaks into three parts: each one forming its own wound channel. These top-of-the-line bullets are also very accurate, so small targets aren’t a problem. If you can’t find your ideal varmint load on this page, you better take a closer look.

V-Max®
- Flat-shooting
- Accurate
- Explosive expansion

MAXI-MAG®
- Clean-burning propellants
- Maximum velocities
- Maximum energy transfer on impact

STINGER®
- Hypervelocity leader
- Loaded within industry standard pressures
- Anchors varmints fast

MINI-MAG®
- Original CCI® offering, still the most popular
- Reliable feeding
- Great expansion

TNT®
- Explosive on impact
- Minimal mid-range rise
- Neatly centered points of aim to V-Max® in 17 HMR

SHORT HOLLOW-POINT
- A CCI® original
- Great stopping power
- Reliable expansion

MAXI-MAG® HP
- A CCI® original
- Great stopping power
- Reliable expansion

MINI-MAG® HP
- Original CCI® offering, still the most popular
- Reliable feeding
- Great expansion

TNT GREEN®
- Lead-free bullet
- Explosive terminal performance
- Match-grade accuracy

MAXI-MAG® HP+V
- A CCI® original
- Great stopping power
- Reliable expansion

THE SEGMENTED HOLLOW-POINT

The Segmented Hollow-Point and its unique design gives varmint hunters excellent performance. As you see here, this bullet breaks up into three parts on impact. Each one acts like its own projectile and creates a distinct wound channel to bring your target down hard. This bullet is ideal when you want maximum damage on impact.
The GamePoint® bullet is designed like many leading big game bullets—its controlled expansion will stop game in its tracks without ruining the parts of the animal you’re after. When you intend to keep your animal, this bullet is the right choice.

17 HMR GAMEPOINT®

The GamePoint™ bullet is designed like many leading big game bullets—its controlled expansion will stop game in its tracks without ruining the parts of the animal you’ve after. When you intend to keep your animal, this bullet is the right choice.

17 HMR GAMEPOINT®
- “Dimple-Tip” expands like a big game bullet
- Minimal meat and hide damage
- Accurate, powerful

SMALL GAME BULLET
- Better stopping power than round nose bullets
- Flat nose creates cylindrical wound channel
- Less meat spoilage

VELOCITOR® HP
- Excellent weight retention
- Impressive downrange energy
- Deep penetration

FMJ
- Punches clean holes
- 17 HMR option is CCI® exclusive
- Very accurate

SUB-SONIC HP
- Low noise
- Bullet expands without fragmenting
- Great performance on small game

VELOCITOR® HP
- Excellent weight retention
- Impressive downrange energy
- Deep penetration

SMALL GAME AMMUNITION

When small animals are harvested for their hide or the kitchen table, clean holes and minimal meat damage is important. CCI® understands the needs of pelt and meat hunters, and has designed the Small Game Ammunition line with them in mind.

These targets are already small enough, so keeping hide damage or meat spoilage to a minimum is very important. Velocitor® is a tough bullet that gets great penetration without unneeded collateral damage. Another unique offering from CCI is the Small Game Bullet (SGB). This provides more stopping power than round nose bullets, but won’t cause the damage associated with some hollow-points. And in outlying urban areas where noise is an issue, look to the effective Sub-Sonic 22 LR offering. It gets reliable expansion and good performance on small game without significant noise.

* To avoid serious injury do not use in semi-automatic firearms without consulting with your firearms manufacturer; use only in modern firearms in good condition marked for 17 HMR cartridges.
For some, rimfire rifles mean casual shooting and plinking at the range or in the backyard. For others they mean the most intense competition there is. CCI’s Competition, Target and Plinking line offers loads ideal for each discipline.

New for 2011, we introduce a AR Tactical target load in 22 Long Rifle. Excellent for modern sporting rifle shooters who demand superior accuracy. Our AR Tactical ammunition is optimized for reliable function in AR-22 platforms.

Our non-lead 22 Long Rifle plinking option, Short Range Green®, features a jacketless bullet made of a copper particle and polymer mix. It gets reliable accuracy in common rifles out to 50 yards, and is great for the range. When you’re on the competition line, every shot, trigger pull and windage adjustment gets a closer look. Accurate and ultra-consistent ammunition is the only option here. Green Tag® was designed exclusively for competition, and is popular in both rifles and pistols. Our Select® is optimized for semi-autos and is known for impressive consistency.

For the backyard plinker, a consistent and affordable product is what matters most. CCI® carries the ideal loads for these shooters. Mini-Mag® is reliable enough to hit any target you’re after, but it won’t put a big hit on your wallet. And the Standard Velocity is loaded to the velocities of Green Tag for affordable practice. CCI even loads the industry’s only 22 Long, which is definitely worth a closer look.

**CCI® COMPETITION**

**22 SHORT**
- High velocity
- Copper-plated for clean bores
- Great accuracy, performance

**MAXI-MAG® TMJ®**
- Consistent performance for plinking
- Utilizes sure-fire priming technology
- Jacket seamlessly encases lead core for accuracy

**GREEN TAG®**
- Ultimate in accuracy
- Suitable for rifles or pistols
- Designed exclusively for competition

**PISTOL MATCH**
- Proven accuracy in handguns
- Precision components
- Top-of-the line functionality

**STANDARD VELOCITY**
- Affordable practice
- Same velocity as Green Tag®
- Consistent performance

**SELECT®**
- Outstanding performance in semi-automatics
- Impressive consistency
- Optimal velocity for accuracy

**SHORT TARGET**
- Accurate and reliable to meet competition demands
- Specialized for IRF pistol competition
- Positive functioning without big recoil

**22 SHORT RANGE GREEN**®
- Non-lead 22 LR plinking option
- Made of copper particle/polymer mix
- Reliable accuracy at 50 yards

**22 AR TACTICAL**
- Optimized for reliable function in AR-22 platforms
- Affordable, high volume shooting round
- Copper-plated target bullet offers superior accuracy

**TARGET/PLINKING**

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<td>22 WIN. MAG</td>
<td>TMJ</td>
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*Accurate to 50 yards. Maximum range 1/4 mile. Use of 22LR plinking chambers only. DO NOT USE IN MATCH CHAMBERS. May not function in all semi-automatic firearms.

**SELECT®** Select® gives a wide-variety of shooters the accuracy they deserve. Semi-autos love this load, and its consistency is second to none. It’s also loaded to ideal velocities for the best performance on the line.

**222 Short 10 shots at 50 yards, 0.635” group.**
Centerfire Handgun Shotshells are ideal for close-range pests. They give shooters a big advantage over a single-projectile. They’re available in all the common handgun calibers and make perfect sense when pests or varmints are causing problems.

RIMFIRE SHOTSHELL
- Consistent patterns
- Easier hits on pests
- Only 22 WMR shotshell load on the market

CENTERFIRE HANDGUN SHOTSHELL
- Great for close-range pest control
- Packed in reusable boxes of ten shotshells
- Available in a variety of calibers

22 WRF JACKETED HOLLOW-POINT
- 19th Century favorite with 21st Century technology
- Only 22 WRF JHP in the industry
- Copper composition and special base make it ideal for old barrels

CB
- More effective at longer ranges on pests
- Accurate
- Great plinking loads

NOISE BLANKS
- Great for training
- Clean-burning propellant
- Work in any firearm chambered for .22 Short, Long, or Long Rifle
RIMFIRE CONSTRUCTION

Clean-burning powder reduces fouling and enhances accuracy

Super-hard bullets deliver optimum velocity while maintaining consistent pressures

Clean-burning priming mixture ensures uniform, reliable ignition

RIMFIRE TIPS FOR SUCCESS

- Safety first when shooting! Always wear eye and ear protection. Rimfire bullets can travel up to two miles. Treat every rimfire firearm with the same respect you afford your most powerful rifle or handgun.
- Match your ammunition to the sport. Choose solid or TMJ® bullets for edible game, hollow points for varmints and bird hunting. See the rimfire reference table for usage information.
- Sight in most hunting rifles for 50 yards. The bullet rise between the muzzle and 50 yard is very small, so you can use the same sight picture over that range. For open-country varmint shooting, consider a 75 yard sight-in for 22 Long Rifle, and a 100 yard sight-in for the Magnum rimfires.
- Clean that gun! Most rimfire malfunctions can be traced to poor gun maintenance. When you clean the bore, also clean the action. Excess residue or lubricant in the action can cause malfunctions and feeding problems.
- Gun condition is everything! There are many poor quality or badly worn 22 rimfire firearms in circulation that should have been rebuilt or retired years ago. Shooting them with ANY ammunition could be hazardous. When in doubt, consult the firearm's manufacturer or a competent gunsmith.
- Revolvers have barrel/cylinder gaps. The industry MAXIMUM permissible gap is a mere 0.012 inch— that's just three sheets of standard copier paper. A gap larger than this can mean a bullet fails to leave the barrel, resulting in a hazardous barrel obstruction. Revolvers with oversized gaps must not be fired with ANY ammunition until repaired.
- Try different types of ammunition when looking for accuracy. There are many makes of rimfire firearms with a wide variety of rifling patterns. That makes them very sensitive to the ammunition type. CCI® has plenty of choices to help you when looking for accuracy.
- Take care of your ammunition. Store away from moisture, heat, and oil. Keep ammunition in the original box. CCI® innovative plastic box protects ammunition better than the cardboard boxes other companies use.

CCI® rimfire to further deliver optimum velocity and velocities for consistent pressures and velocities.

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CCI PRIMERS

Primers are the key to everything we shoot. Whether we’re hunting with our own special handloads, or plinking with some factory ammunition, primer performance is important. At CCI® we pride ourselves on primer-quality. As Eric Grauffel can attest, we make the most consistent, reliable primers. And we’ve got a primer for everyone.

Our Standard Rifle and Pistol primers meet the majority of reloading needs and are clean-burning. This means primer pockets stay clear and there’s no question on performance. For those trying to get the most accuracy out of their loads, we offer Bench Rest Rifle Primers. These primers help skilled shooters get the tightest groups. We also offer in-line muzzleloading and shotshell primers that give you reliable ignition in all conditions. A full line of percussion caps features modern, non-corrosive, non-mercuric priming compound in a variety of styles. And Four Wing Musket Caps were introduced last year to give reenactors a safe product for use in replica muskets.

Look for many of our primers that are available in APS strips for even faster reloading.

209 IN-LINE MUZZLELOADING PRIMERS
• Optimized for muzzleloading
• Reduce fouling
• Formulated to ignite in humid conditions

STANDARD RIFLE/PISTOL PRIMERS
• Clean-burning
• Meet majority of reloading needs
• Unprecedented reliability

BENCH REST RIFLE PRIMERS
• Precision ignition for tough competition
• Assembled with extra-care for consistency
• Ultimate in accuracy

MAGNUM RIFLE/PISTOL PRIMERS
• Provide extra heat and ignition power
• 20% hotter flame to light propellants in toughest hunting conditions
• No loss in sensitivity

SHOTHELL PRIMERS
• 209 is designed for standard field and target loads
• Reliable, clean-burning
• Fit all modern shotshell cases with 209 primer pockets
• 209M is a true magnum shotshell primer for heavy waterfowl and turkey loads

PERCUSSION CAPS
• Non-corrosive, non-mercuric priming compounds
• Choice of styles
• Assembled with soft, ribbed copper cups

FOUR WING MUSKET CAPS
• Tough four-wing design
• Lighter explosive charge
• Designed especially for reenactment

PRIMERS IN APS STRIPS
• Available for most popular primers
• Speeds up reloading process
• Offers protection for primers

ERIC GRAUFFEL

CCI’s shooting expert, Eric Grauffel, is known for having an unprecedented winning streak. He hasn’t lost a competition in more than 10 years. The 30-year-old native of France has won 177 President Medals and is World Champion of the International Practical Shooting Confederation (IPSC).

For his competitive shooting, Grauffel uses only CCI® small pistol primers in his hand-loaded ammunition. With CCI primers Grauffel says he gets the most reliability, efficiency and accuracy out of his bullets. “If a primer is not perfect, it is like killing yourself in competition,” said Grauffel.

As World IPSC champion, he requires the ultimate in accuracy, quality and selection. Working and playing in some of the world’s finest shooting venues, Grauffel knows quality. That’s why he picks CCI every time. Follow Grauffel’s progress or find out more about CCI’s Competition, Target and Plinking line. Visit www.cci-ammunition.com.

Grauffel has won hundreds of competitions all with CCI®

Follow Grauffel’s progress or find out more about CCI’s Competition, Target and Plinking line. Visit www.cci-ammunition.com.
Look for these other fine products to complement your purchase:

- Outers® Aluminum Gun Care Case
- Weaver® Super Slam® Scope
- Champion® DuraSeal® Spinner Targets

ATK Security and Sporting features a unique collection of brands that gives shooting, tactical and outdoor enthusiasts everything they need in one place. From ammunition, optics and reloading equipment to gun care, hunting and tactical gear, we offer advanced, high-performance products. Look for these leading brands.

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AMMUNITION & RELOADING

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<tr>
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<tr>
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<td><a href="http://www.cci-ammunition.com">www.cci-ammunition.com</a></td>
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<td>Speer</td>
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<td>Champion</td>
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<td><a href="http://www.blackhawk.com">www.blackhawk.com</a></td>
<td>1-800-635-5263</td>
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<td>Pro Pack</td>
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OPTICS & ACCESSORIES

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<td>Guncam</td>
<td><a href="http://www.guncam.com">www.guncam.com</a></td>
<td>1-800-635-7656</td>
</tr>
</tbody>
</table>

Your purchase helps us financially support many outdoor conservation organizations that protect our habitats and heritage.

Thank you.