

MGM Targets Announces iPhone Application

MGM Targets announced Thursday, Apple has approved their request for a mobile application and it is now available for the iPhone, iPad, and iPod Touch (the Android version should be available in the next couple of weeks). All of MGM's top selling products are available on the mobile application for purchase as well as a couple of new targets.



While improvements and additions will be ongoing, products are currently available for all of the action shooting disciplines such as 3 Gun, IPSC, Steel Challenge, IDPA, and Cowboy Action. They also have a wide range of targets available for military, law enforcement, tactical and long range shooting.

“We are very excited about this” explained Travis Gibson, Vice President of MGM, “we want to continue to make it easy for our customers to purchase our products and this is just another way we can do that.” In the immediate future MGM is hoping to have systems in place that will notify application users any time there is a site update such as their monthly special. They are also working on a “punch card” system that will track the user’s purchases through the app and reward them with free targetry or discounts on MGM product.