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FOR IMMEDIATE RELEASE

BLACKHAWK! Debuts New Logo to Honor Military Heritage

OVERLAND PARK, Kansas – Aug. 26, 2015 – BLACKHAWK![®] an industry leader in tactical gear, is looking to the future and deepening its commitment to its roots, which begins with a redesigned logo. The logo incorporates a unique trident inspired by the brand's Navy Special Operations heritage and reinforces the vow of BLACKHAWK!'s founder, a retired Navy SEAL, to make the best gear possible, adhering to the highest standards of quality and durability.

While navigating a minefield in 1990, that SEAL experienced a pack failure. As his gear tumbled to the ground, he vowed that he would get out alive and make gear the right way. That obsession with quality still applies to how the company produces gear more than 20 years later, honoring the vow with each product produced.

“While BLACKAWK! has progressed from a small nylon company to a worldwide provider of tactical and duty gear, we still have that same passion to produce only the highest-quality gear,” said Chuck Buis, product director for BLACKHAWK!. “The original vow still exists in everything we do. Our new logo not only is a nod to our past but a promise to continue this dedication in future endeavors.”

For more than 20 years, military and law enforcement users have entrusted their lives to BLACKHAWK! gear, apparel, holsters and accessories. Some of the industry's most notable product names are found under the BLACKHAWK! brand, and the most successful holster in the world continues to be made in America. The SERPA[®] platform is used by U.S. military members, law enforcement agencies and private citizens across the country and throughout the world.

BLACKHAWK! is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. Vista Outdoor became a publicly traded company in February 2015 and is strengthening brands within its diverse portfolio.

For more information on BLACKHAWK!, go to www.BLACKHAWK.com.

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has more than 30 well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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