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Consumers Recognize Champion as Best Target Brand in the OpticsPlanet Brilliance Awards

Overland Park, KS – November 7, 2017– Online retailer OpticsPlanet has awarded Champion Traps & Targets, makers of interactive and challenging target systems, Best Target in its 2017 Brilliance Awards. Decided by popular vote, the Brilliance Awards annually recognize the best of the best in performance optics and shooting equipment.

OpticsPlanet named the finalists vying for the right to bear the coveted Brilliance Award seal. Consumers then cast their votes, choosing the Champion Redfield Style Sight-In Target as the best target on the market.

“At Champion, every shooter is part of the shooting family,” said Champion Product Manager Will Hemeyer. “That’s why we proudly carry products designed for all shooting enthusiasts.”

Champion’s sight-in targets are a great way to have fun at the range while working to improve your skillset. They’re perfect for both short-range and long-range precision shooting.

To view the Brilliance Awards visit www.opticsplanet.com/brilliance-awards.html.

Champion, a Vista Outdoor, Inc. brand, is committed to providing the best class of shooting gear. For more information, visit www.championtarget.com.

About Vista Outdoor

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. 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 13 U.S. States, Canada, Mexico and

Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, and Europe. 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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