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FOR IMMEDIATE RELEASE

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Champion Announces New Products for SHOT Show

Overland Park, KS – January 18, 2018—Champion Traps & Targets, makers of interactive and challenging target systems, will launch new products to dealers at booth 14551 at the 2018 Shooting Hunting and Outdoor Trade (SHOT) Show in Las Vegas, January 23 to 26.

The new Champion WheelyBird 2.0 is a new version of the original mobile trap with some major upgrades. The WheelyBird 2.0 is improved from the ground up, starting with the included Wireless Remote. It has a programmable delay up to 15 seconds and can trigger the trap from up to 100 yards away. Solid tires and a rubber-molded handle make it even easier to transport, while an upgraded metal clay stack holder and cycle time of 1.75 seconds leads to faster shooting and has an MSRP of \$529.95.

Champion will also be releasing the BioBird Clays. Champion BioBirds are Champion's first clay target made of natural materials. BioBird Clay Targets replace the petroleum-based binder of regular clays with naturally-occurring forestry product and limestone, ensuring they won't acidify soil as they break down. The composition doesn't affect performance- BioBird Clay targets fly true and break with exceptional smoke and a solid hit at an MSRP of \$10.95.

Champion's products are a great way to improve your skillset. They're perfect for both short-range and long-range precision shooting. Attendees at the show are encouraged to visit the Champion booth to see all of the products available for their range needs.

Champion, a Vista Outdoor 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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