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## **BLACKHAWK! Launches New Apparel Line at 2016 National Rifle Association Annual Meetings and Exhibits**

**OVERLAND PARK, Kan. – May 18, 2016** – BLACKHAWK!'s commitment to quality, reliability and durability are reflected in every item it produces. That includes BLACKHAWK!'s new apparel line for 2016, which launches at the NRA Show on May 20 to 22. The line features 14 new clothing styles and 10 new headwear options – everything needed to feel comfortable and confident while performing at the highest level.

“BLACKHAWK! is the only brand with authentic military heritage, and we wanted to create a line that stayed true to the brand’s roots, with durability and function at its core,” said Jamie Lindberg, BLACKHAWK! Senior Manager of Apparel Merchandising.

The line has two distinct categories. The BLACKHAWK! Pursuit collection includes the new Pursuit Tactical Pant, Long Sleeve and Short Sleeve shirts, and the feature-packed Tactical Softshell Jacket. Pursuit styles feature durable ripstop fabric, new pocket system technologies and waterproof functionality. The garments are designed for operators and personnel who demand a reliable blend of function and security. The balance of the 2016 apparel line is designed to make every-day concealed carry more comfortable with well-designed features and innovative fabrics. Non-printing casual shirts and polos are designed for daily wear and to retain BLACKHAWK! functionality.

BLACKHAWK!'s steadfast dedication to quality traces back to the roots of the company, and the attention to detail shows in every stitch. That tradition continues with the 2016 apparel line. BLACKHAWK! apparel fights hard and wears easy.

“By creating this new apparel line, we wanted to allow our loyal consumers to have BLACKHAWK! products to cover them from head to toe,” Lindberg said.

BLACKHAWK!, a Vista Outdoor, Inc. brand, is constantly researching, refining and perfecting every detail to provide the best class of tactical gear. For more information, visit [www.blackhawk.com](http://www.blackhawk.com).

**About Vista Outdoor Inc.**

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, Europe and New Zealand. For news and information visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).