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FOR IMMEDIATE RELEASE

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Bushnell Hosts Hunting and Shooting Sports Celebrities at 2016 SHOT Show in Las Vegas

OVERLAND PARK, Kansas (Jan. 15, 2016) – Bushnell welcomes legendary hunters and competitive shooters to the Vista Outdoor booth (#14551) at SHOT Show in Las Vegas, January 19-22. Show attendees will have the opportunity to meet the Bone Collectors—Michael Waddell, Travis “T-bone” Turner and Nick Mundt—as well as Savage Outdoors television host Mike Stroff, world-class competitive shooters Jessie Duff and Missy Gilliland, and “Shooting USA” host John Scoutten.

Waddell, Turner and Mundt of the popular Outdoor Channel series, “Bone Collector,” will host a question-and-answer session from 1-2 p.m. on Tuesday and Wednesday, January 19-20. The Bone Collectors will also sign autographs on Thursday, January 21, from 1-2 p.m.

Mike Stroff of the Savage Outdoors team will give hunting tips and discuss his experiences and favorite products during a question-and-answer session from 4-5 p.m. on Tuesday, January 19.

Recognized as one of the most accomplished competition shooters in the world, Jessie Duff has won both world and national championship titles, including the Bianchi Cup and the Steel Challenge World Speed Shooting Championships. Duff will join “Shooting USA” host and gun guru John Scoutten for product demonstrations on Wednesday, January 20, from 3-4 p.m. and Friday, January 22, from 10-11 a.m.

Bushnell will also present a Women’s Day event at the Vista Outdoor booth on Thursday, January 21, during which attendees can meet four superstar ladies—Duff, Gilliland, Federal Premium ambassador Julie Golob and Savage Arms ambassador Junie Pack—and take part in a question-and-answer session from 11 a.m. to 12 p.m.

All attendees are encouraged to stop by the Vista Outdoor booth (#14551) at the 2016 SHOT Show to visit their favorite celebrities and learn more about the latest products offered by Bushnell.

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.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 a portfolio of well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor products 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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