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FOR IMMEDIATE RELEASE

Final Approach Launches New Website at www.FABrand.com

Easy-to-Navigate Site Highlights FA Brand's Commitment to Tackling Tough Conditions with Even Tougher Gear

FLORA, Mississippi – August 11, 2016 – Final Approach, an industry innovator in blinds, decoys and accessories for hardcore waterfowl hunters, unveiled a new attitude, new logo and new website that speaks to the brand's deep commitment to building the toughest, most-dependable gear on the water and in the field at www.fabrand.com.

Established in 1993, Final Approach offers serious waterfowl hunters and guides a tough and innovative lineup of gear. As the inventor of the now ubiquitous layout blind, FA Brand was born of innovation wrought from the dirt and grit of hard-working goose fields. Providing hunters the most effective and durable waterfowling layout blinds and accessories available, Final Approach has built a loyal following while maintaining strong ties to its innovative roots.

Today's Final Approach is a premium brand that provides hunters honest, hardworking, no-nonsense gear that lasts. Built by waterfowlers for waterfowlers, Final Approach is the hunter's brand 24-7-365. And now, duck and goose hunters can access the full line day or night, from desktop, tablet or mobile device via the new website and Final Approach Facebook page, www.facebook.com/FinalApproach.

Simply put; FA Brand gets up earlier, stays later, works harder, and builds smarter to make your blinds, decoys and accessories tougher. The website and Facebook page reflect that passion and devotion.

Final Approach is brand of Vista Outdoor, Inc. For more information, visit www.fabrand.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, Europe and New Zealand. 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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