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FOR IMMEDIATE RELEASE

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Hunting Legends Will Primos, Jim Shockey to Host Events at 2016 SHOT Show

FLORA, Mississippi (January 16, 2016) – Primos Hunting, a leading innovator of game calls and hunting accessories, invites attendees of the 2016 Shooting Hunting and Outdoor Trade (SHOT) Show in Las Vegas to visit the Vista Outdoor booth (#14551) to meet Will Primos and Primos ambassador Jim Shockey.

In 1963, 11-year-old Mississippi native Will Primos crafted his first duck call following a hunt with his uncle. From that first effort evolved what are now heralded as some of the most accurate, reliable and innovative game calls on the market. Primos Hunting calls are still proudly constructed and hand-tuned to perfection in the Mississippi. Primos will host a question-and-answer session on Tuesday, January 19, from 3-4 p.m.

Jim Shockey was the first man to complete the North American Super Slam and Ultimate Slams using only a muzzleloader. He has registered 88 world-record animals over the 340 species he has harvested in his travels to more than 45 countries. It's no wonder Shockey's signature Primos Trigger Sticks are so highly regarded. Shockey will host a question-and-answer session on Thursday, January 21, from 2:30-3:30 p.m.

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

Primos, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in hunting calls, attractants, trail cameras and accessories. For more information, visit www.primos.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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