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**Primos' New "On The Double" Elk Call Brings Bulls On The Run**  
**Easy-To-Operate Call Mimics Sounds of Two Estrous Cows Fighting**  
**for a Lone Bull's Attention**

**FLORA, Mississippi (July 19, 2016)** – Primos Hunting, a leading innovator of game calls and hunting accessories, gives elk hunters even more advantage over lovesick bulls with the new On The Double elk call.

The call's double open reed design produces simultaneous sounds of two estrous cow elk competing for the herd bull's affection.

As if that weren't enough enticement to bring any red-blooded bull within earshot on a run, the call's ingenious dual reed configuration also allows hunters to mimic multiple cows and calves with a virtually endless range of mews and other vocalizations.

Like all Primos' products, the On The Double elk call was developed by the company's industry leading team of hard-hunting, veteran callers.

The durable call is also remarkably easy to use. With just a little practice, even novice callers can quickly and accurately replicate a variety of cow and calf communications to bring trophy bulls into range.

Primos, a Vista Outdoor 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](http://www.primos.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](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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