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## **Primos to Showcase New Turkey Hunting Products at 2016 NWTF Show**

### **Attendees Can Visit with Will Primos, Jimmy Primos and Brad Farris**

**FLORA, Mississippi (February 10, 2016)** – Primos Hunting, a leading innovator of game calls and hunting accessories, invites attendees of the 2016 National Wild Turkey Federation Convention and Sport Show in Nashville, Tennessee to visit the Primos booth (#401) to see its Spring 2016 collection of turkey calls, decoys and more. Attendees can visit with Will Primos, Jimmy Primos, Brad Farris and the team at the booth throughout the show.

This spring, Primos offers turkey hunters a brand new all-weather aluminum pot call. The Primos Tac-Ops call features an easy-grip ergonomic design as well as an all-weather surface that sounds like a turkey no matter the conditions. This call features an anodized aluminum surface with an all-weather striker tuned for maximum reach in even the worst weather.

Primos is also adding to the innovative Hook Up line of box calls that are designed to take all of the guesswork out of getting that perfect box call sound. Just like its big brother, the ultra-strong magnet in the new Lil' Hook Up creates the perfect amount of tension on the paddle for crisp cuts, smooth purrs and soft or loud yelps. This call will even produce a realistic gobble with ease. The detachable paddle can also be removed for silent carry.

The popular Hacked Off mouth call line also gets a new addition with a Ghost Cut reed. Printed lines on the tape help hunters customize the size of the call to achieve a more perfect fit. This triple-reed design offers maximum control with little air pressure.

Back by popular demand is the Custom Striker Two-Pack. The Kee-Kee Striker specializes in reproducing the kee-kee-run, and is a great all-around striker with its tapered tip for producing high-pitched and soft hen sounds. The Cuttin' Striker specializes in breaking into the sharp, loud cutting notes that will get any gobbler's

attention. A mushroom-shaped tip allows the Cuttin' Striker to also produce a range of smooth yelps and soft purrs.

Primos is also showcasing the third in a four-year limited-edition run of Heartbreaker box and pot calls. The Grand Slam Series Heartbreaker Rio Grande edition box and pot calls are laser engraved with a stunning Rio Grande wild turkey, and are hand-signed by founder Will Primos. These calls are great for hunting or display.

The new Gobbstopper Decoy Combo features the high-definition Gobbstopper Jake and the Gobbstopper Hen. These decoys are custom-designed with life-like color and detail yet lightweight and packable.

All these products—and many more—will be on display at the NWTF Convention February 12 through 14, and fooling wary toms in woodlots and fields across the country this spring. Come visit with Will, Jimmy, Brad and the rest of the Primos team.

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 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](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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