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FOR IMMEDIATE RELEASE

Vista Outdoor Hires Matt Rice as Brand Manager for Optics

Industry Veteran to Manage Brands Including Bushnell, Weaver, Simmons, Millett, Tasco and Night Optics

FARMINGTON, Utah – July 12, 2017 – Vista Outdoor Inc. (NYSE: VSTO) announced the hiring of Matt Rice as Brand Manager for its Optics Global Product Lane. Rice, most recently Senior Account Supervisor at Blue Heron Communications, brings more than 12 years of industry experience to the company and will oversee leading optics brands Bushnell, Weaver, Simmons, Millett, Tasco and Night Optics.

“We’re excited to add Matt Rice to our team,” said Curtis Smith, Optics Global Product Lane Director. “Not only does he bring a strong track record of execution and strategy, but he is an avid hunter and shooter who truly understands our markets and consumers.”

Rice, who hails from Kingfisher, Oklahoma, will have responsibility for market strategies and tactics for each optics brand, including marketing, advertising and promotional activities.

“His considerable experience in brand strategy, targeting and campaign development for top shooting and hunting brands will be an asset as we drive brand perception and positioning in the market,” Smith said. “Bushnell is already a market leader in the category. With Matt’s brand guidance and a strong team of product managers and engineers, we will continue to lead the way in optics development and innovation.”

Vista Outdoor Communications Manager Jake Edson will remain the day-to-day contact for journalists and editorial for the brands within the Optics and Hunt/Archery product lanes.

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 and Europe. 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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