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FOR IMMEDIATE RELEASE

Consumers Award Bushnell with Two OpticsPlanet Brilliance Awards for 2017

Bushnell Equinox Z and Speedster III Radar Gun Crowned Best of the Best

OVERLAND PARK, Kansas – October 26, 2017 – Bushnell, an industry leader in high-performance outdoor products, announced it has won two 2017 Brilliance Awards from online retailer OpticsPlanet for best Digital Night Vision and Radar Gun. Decided by popular vote, the Brilliance Awards annually recognize the best of the best in performance optics and sporting equipment.

OpticsPlanet named the finalists vying for the right to bear the coveted Brilliance Award seal, while it was consumers who ultimately made the final decision by casting their votes online. In the end, consumers crowned the Bushnell 4.5x40 Equinox Z monocular as the top digital night vision product and the Bushnell Speedster III as the best radar gun on the market.

“To be recognized as the leader in two different optics categories by OpticsPlanet and its consumers is an incredible honor for our team,” said Bushnell Brand Manager Matt Rice. “We work hard to produce the highest quality and most dependable products on the market and awards such as these reinforce our commitment to customer satisfaction and continuing innovation.”

The Equinox Z product line offers three monocular configurations: 3x30mm, 4.5x 0mm and 6x50mm. Each monocular has a number of features, including a rugged, water-resistant housing, digital zoom, adjustable IR settings and daytime color viewing. Each unit is powered using AA batteries for additional convenience and cost savings. In addition, the 4.5x40mm and 6x50mm models have image and video capture modes which let the user download still images or videos captured on the device.

The Bushnell Speedster III Radar Gun is the perfect tool for tracking speed. Developed with years of research and experience at Bushnell, and available exclusively through OpticsPlanet, the Speedster 3 gives athletes, coaches, trainers, hobbyists and more a

cost-effective tool for monitoring performance. With a range of 1,500 feet and an accuracy of +/- 1 MPH, the Speedster III is ready to record speeds from 10 to 200 MPH at any track, arena or stadium. And with its RF (radio frequency) technology, users can broadcast recorded speeds in real time to the Bushnell SpeedScreen Display (sold separately), making it that much easier to track performance.

To view the Brilliance Awards visit www.opticsplanet.com/brilliance-awards.html

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.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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