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Champion Traps & Targets Hosts Bryan Sikes at 2017 NRA Annual Meetings and Exhibits Show

OVERLAND PARK, Kansas – April 24, 2017 – Champion Traps & Targets, makers of interactive and challenging target systems, welcomes long-range shooting expert Bryan Sikes to the Vista Outdoor booth (#2542) at the 2017 NRA Meetings and Exhibits Show in Atlanta, Georgia, April 27 to 30.

Sikes, a recently retired active duty Special Operations Sniper of 11 years, is a highly respected competitive precision rifle shooter, instructor and gunsmith who draws on experiences from multiple combat deployments and years of competitive shooting to bring out the best shooter in everyone. He is an ambassador for Champion's new AR500 Steel Targets.

The new Champion Center Mass AR500 Steel Targets are designed for years of fun at the range. The precision, laser-cut, premium rolled and hardened AR500 steel can withstand a serious pounding from multiple calibers at appropriate distances. They are made in the U.S.A. and feature square holes for perfect mounting using 1/2-inch carriage bolts. The centerfire rifle rated targets are 3/8-inch thick and the centerfire pistol rated targets are 1/4-inch thick.

Sikes will host a product demonstration from 10-11 a.m. on Saturday, April 29.

NRA show attendees are encouraged to stop by the Vista Outdoor booth (#2542) to visit with Sikes and other hunting and shooting sports celebrities, and learn more about Champion's latest products.

Champion is a Vista Outdoor brand. For more information about the company's target systems, shooting gear and other products, visit <http://www.championtarget.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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