



Contact: Jake Edson
Communications Manager
Outdoor Products
(763) 323-3865

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E-mail: pressroom@vistaoutdoor.com

Archery Leaders Gold Tip and Bee Stinger Launch New Websites

Gold Tip and Bee Stinger Each Boast Optimized Online Experiences

AMERICAN FORK, Utah – April 13, 2017 – Gold Tip and Bee Stinger, two of the most trusted names in archery, have each launched new websites that improve the user experience.

The updated www.goldtip.com and www.beestinger.com feature a responsive design to bring an optimized website experience to every device. The all-new sites offer the latest information in a streamlined and vibrant format. The sites make browsing and ordering the right products quick and easy, and provide rich content like technology overviews and videos.

Gold Tip offers three useful tools to aid archers with finding the perfect product—an arrow selector, an arrow front-of-center calculator and a spine selector. Brand ambassador biographies are featured along with callouts of what products they use.

“Every Gold Tip arrow is built tough with Smart Carbon Technology,” said Gold Tip Brand Manager Eric Hughes. “Now our website is smarter than ever, too. Users can learn about Gold Tip’s technology advantages and find out why our arrows dominate the tournament trail and are unmatched in the field.”

The Bee Stinger site features educational content including product setup recommendations and summaries of the technology that makes it all work. The new design portrays the brand lifestyle utilizing modern, full-screen imagery and graphics.

“Stabilizers are critical components to archery success,” Hughes added. “Visit the new beestinger.com to see what sets our products apart.”

Gold Tip and Bee Stinger are Vista Outdoor brands and two of the most recognizable and trusted names in tournament archery and in bowhunting. For more information, visit www.GoldTip.com and www.beestinger.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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