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## **Hoppe's Black is Premium Care for Modern Sporting Rifles**

### **New Cleaning Formula Is Designed to Perform Under Intense Use**

**OVERLAND PARK, Kansas – January 13, 2017** – Hoppe's, the best-known name in gun care products, releases a new high-performance line of cleaners and lubes designed specifically for the needs of modern shooters. The formulations in Hoppe's Black line deliver maximum performance in high-round count, gas-operated firearms such as pistols and modern sporting rifles.

"High-performance firearms deserve high-performance protection, and Hoppe's Black delivers," said Hoppe's Product Manager Laurie Kokoruda. "The Hoppe's Black formula is designed for MSRs and other high-volume firearms, but will work with any gun."

Designed to withstand a wide range of temps from -65°F to 540°F, Hoppe's Black will prepare and maintain modern firearms in any situation. The premium line is comprised of a Gun Cleaner, Precision Oil, Copper Cleaner, Grease Syringe and Lubricating Cloth. The molecular composition of each differs for maximum performance and delivers a superior clean and temperature range.

Hoppe's, a Vista Outdoor brand, serves shooters of all disciplines, offering gun care products that meet the rigorous standards established more than 110 years ago. For more information visit [www.hoppes.com/black](http://www.hoppes.com/black).

#### **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](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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