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## **Hoppe's Launches New Website**

### **New Site Contains More Content and is Optimized for Mobile Devices**

**OVERLAND PARK, Kansas – February 27, 2017** – Hoppe's, the best-known name in gun care products, has redesigned its website to provide a better experience for its consumers. Hunters and shooters can now easily navigate the new [hoppes.com](http://hoppes.com) to find product information, how-to guides and content that will guide and educate users.

"The all-new Hoppe's website offers hunters and shooters the latest information in a streamlined and vibrant format," said Hoppe's Brand Manager Eliza Graves. "It makes choosing the right cleaning products quick and easy, and provides insights into topics ranging from gun care to the latest technology."

The new site was built using Responsive Design — a technique that allows optimum viewing, whether it's accessed from desktops, laptops, tablets or mobile. It automatically resizes in real-time to fit the viewer's screen size, so smart phone users see the full site, not a mobile version.

With specialized content and helpful resources, Hoppe's new site has something to offer outdoor enthusiasts of any skill level. The site improvements are based on customer feedback, and include searches, improved content organization and simplified navigation. Product detail pages now include updated guides, and product specifications appear on demand to increase speed of information.

To view the new site, go to [www.hoppes.com](http://www.hoppes.com).

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.

## **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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