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FOR IMMEDIATE RELEASE

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### **Primos to Host Hunting Legends and Celebrities at 2017 ATA Show**

**FLORA, Mississippi – January 3, 2017** – Primos Hunting, a leading innovator of game calls and hunting accessories, invites attendees of the 2017 Archery Trade Association (ATA) Show in Indianapolis to visit the Primos Hunting booth (#2505) to meet Will and Jimmy Primos, Primos ambassador’s Jim Shockey, Brian “Pigman” Quaca, and the team from “Raised Hunting.”

In 1963, 11-year-old Mississippi native Will Primos crafted his first duck call following a hunt with his uncle. From that first effort evolved what are now heralded as some of the most accurate, reliable and innovative game calls on the market. Primos Hunting calls are still proudly constructed and hand-tuned to perfection in the Mississippi. Will and Jimmy Primos are the hosts of the top-rated “Primos Truth About Hunting” television show. They will lead a question-and-answer session on Tuesday, January 10, from 9-10 a.m.

Jim Shockey was the first man to complete the North American Super Slam and Ultimate Slams using only a muzzleloader. He has registered 88 world-record animals over the 340 species he has harvested in his travels to more than 45 countries. It’s no wonder Shockey’s signature Primos Trigger Sticks are so highly regarded. Shockey will host a question-and-answer session on Tuesday, January 10, from 2:30-3:30 p.m.

Brian “Pigman” Quaca’s relentless approach to hunting hogs has made his show “Pig Man: The Series” a fan favorite. He’ll generate that same excitement when he visits the Gold Tip booth Tuesday, January 11, from 3-4 p.m.

“Raised Hunting” is about an average American family that has used hunting as a platform to teach ethics and values to their family. The Holders share their North American hunting experience and will answer questions Tuesday, January 10, and Wednesday, January 11, from 1-2 p.m.

All attendees are encouraged to stop by the Primos booth (#2505) at the 2017 ATA Show to visit with their favorite celebrities and learn more about the latest products offered by Primos.

Primos, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in hunting calls, attractants, trail cameras and accessories. For more information, visit [www.primos.com](http://www.primos.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](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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