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Mossy Oak Named Official Camouflage of Primos TRUTH About Hunting

FLORA, Mississippi – February 10, 2017 – Primos Hunting, a leading innovator of game calls and hunting accessories, announced Mossy Oak is now the official camouflage sponsor for Primos' award-winning "TRUTH About Hunting" television show, which airs on the Outdoor Channel.

Primos TRUTH About Hunting returns for its 18th season as an Outdoor Channel fan favorite. Viewers will join Will Primos, Jimmy Primos, Brad Farris and friends as they chase turkey, elk, deer, waterfowl and predators from hunting camps in Mississippi, Louisiana and Arkansas, to points all over North America. The show airs Tuesdays at 6:30 p.m. EST on the Outdoor Channel.

This season, Mossy Oak joins as the official camouflage sponsor as two iconic hunting companies whose roots are firmly planted in the Mississippi soil come together. The match is 30 years in the making.

"It seems like we've been intertwined from the start," said Will Primos, founder of Primos Hunting. "We've shared a mutual passion that has guided our companies, and our free time."

Back in 1986, Mossy Oak founder Toxey Haas and current president Bill Sugg, approached Will Primos to discuss their budding camouflage business. What was born was a lifelong friendship and mutual appreciation. Haas and Sugg sponsored Primos' educational hunting video series and the teams from each company began to hunt with each other's products.

"Primos has been a partner of ours from the very beginning," said Haas. "Our shared passion of turkey hunting is what initiated our relationship. Since then, we've been great friends and business partners. We're excited to be working with them in the TV space with their long-running TRUTH About Hunting series."

Through the year, the Primos team found Mossy Oak's purpose-built, ultra-realistic patterns were extremely effective at fooling all species of game in a variety of habitat types.

"That original Mossy Oak Bottomland camouflage pattern is still my favorite pattern today," Primos said. "No matter if it's the river bottoms of the Southeast or the high country of the Rocky Mountain West."

Primos TRUTH About Hunting will feature these camouflage patterns throughout the coming season.

Primos, a Vista Outdoor 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.

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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