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Primos Introduces Next Generation Bowhunter Vest at 2017 ATA Show

New Bow Vest Gen 2 Is More Functional and Comfortable Than Ever

FLORA, Mississippi – January 9, 2017 – Primos Hunting, a leading innovator of game calls and hunting accessories, introduces the newest, most-advanced bowhunting vest available at the 2017 Archery Trade Association (ATA) Show in Indianapolis.

Primos Bow Vest Gen 2 is loaded with features that leave other vests behind. The new adjustable fit system allows users to tighten, loosen and adjust on the fly for the perfect fit in varying situations. The vented back and hand warmer pockets help hunters stay cooler in the heat and warmer in the cold. Added holes allow hunters to tuck their backpack waistband in so the waist stays snug as you draw your bow or reach into your pockets.

Back and better than ever thanks to consumer requests and feedback, the vest also features multiple D-rings, adjustable straps that hold extra layers of clothing, a safety harness slot, bow holster and an adjustable side pull cord to keep bottom of vest tight to the body. It is available In Mossy Oak Bottomland and Realtree Xtra Green.

Attendees of the 2017 ATA Show are encouraged to stop by the Primos booth (#2505) to see the new vest, visit with their favorite celebrities and learn more about the latest products offered by Primos.

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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