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Primos Announces 2017 Turkey Hunting Product Line

New Calls and Vests Highlight Heritage and Innovation

FLORA, Mississippi – January 9, 2017 – Primos Hunting, a leading innovator of game calls and hunting accessories, announces its 2017 lineup of turkey hunting products for gobbler hunters. Leading the way are the new Hensanity pot call and Rocker turkey hunting vest.

Just when all pot calls had begun to sound the same, Primos' new Hensanity Tone Control Pot Call comes perfected with four controllable sound ports to make it easy to give gobblers an infinite array of fresh, authentic tones and volumes. It gives immeasurable control of clucks, purrs and yelps with an easy-to-control frictionite surface and features an exotic hardwood pot and premium striker.

The Rocker Vest is the perfect vest for hunters who want the ultimate in adaptable seating, smart storage and durable construction. The flip-down lounge seat provides solid, comfortable back support even without a tree to lean on. Molded pot call and box call pockets keep calls protected and easily accessible. A waterproof cell phone pocket allows phone use without taking it out. Stay cool and quenched with a handy hydration bladder pocket. And keep everything organized and at-the-ready with extra pockets for gear, calls and stakes. The Rocker Vest is available in Mossy Oak Obsession and Realtree Xtra Green.

For hunters who want upgraded features in a more traditional flip-down seat, the Gobbler Vest Gen 2 is the perfect confluence of comfortable concealment, smart storage and durable construction. The flip-down seat and updated back pads make sitting and shooting easy and comfortable. Customized and quiet pockets keep everything you need in the field organized and at-the-ready, including special pockets for four pot calls, mouth calls, decoy stakes, and much more! The Gobbler Vest Gen 2 is available in Mossy Oak Greenleaf and Realtree Xtra Green.

A leader in mouth calls, Primos adds the Razor Hooks call to the Hook Hunter Series. These mouth calls produce incredibly real and unique pitches that even the wisest old tom can't resist. The Razor Hooks with Bat Cut produces a high pitch and raspy finish with sharp cuts and easy clucks and purrs. Like all Hook Hunters, it is custom designed by combining 100-plus years of experience by passionate, determined turkey hunters with premium gauge reeds and precision handmade cuts.

The new Primos Classic Crow is custom-crafted hardwood with built-in back pressure to give greater control for a wider range of authentic sounds. Likewise, the new Primos Classic Owl is cut from hardwood with built-in back pressure. Both are premium laser-cut versions of classic calls that get turkeys talking.

Primos also launches the 2017 Grand Slam Series Merriam Edition pot and box calls—the final entries in a four-year limited edition collection featuring the four Grand Slam turkey sub-species. The 2017 editions, available in a box or pot call, feature gorgeous renditions of the Merriam wild turkey. The limited edition series of 1,200 numbered and individually signed calls by founder Will Primos is hand-crafted from the finest hardwoods.

Dealers will get their first look at the new turkey lineup at the 2017 Archery Trade Association Show. They are encouraged to stop by the Primos booth (#2505) to see the new line. Consumers can check out the new line at the 2017 National Wild Turkey Federation Convention and Sport Show in Nashville, Tennessee, February 15-19.

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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