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FOR IMMEDIATE RELEASE

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Primos Hunting Hosts Legendary Jim Shockey at 2017 SHOT Show

FLORA, Mississippi – January 13, 2017 – Primos Hunting, a leading innovator of game calls and hunting accessories, invites attendees of the 2017 Shooting Hunting and Outdoor Trade (SHOT) Show in Las Vegas to visit the Vista Outdoor booth (#14551) to meet legendary big-game hunter and Primos ambassador Jim Shockey.

A veteran wilderness outfitter and award-winning television personality, Shockey was the first hunter to complete the North American Super Slam and Ultimate Slams using only a muzzleloader.

Shockey has registered 88 world-record animals of the 340 species he has harvested in his travels to more than 45 countries, and his signature Primos Trigger Sticks are highly regarded among serious hunters. Shockey will host a question-and-answer session on Wednesday, January 18, from 11:30 a.m.-12:30 p.m.

All attendees are encouraged to stop by the Vista Outdoor booth (#14551) at the 2017 SHOT Show to visit with Shockey and other hunting and shooting celebrities, and learn more about the latest products offered by Primos and other fine Vista Outdoor brands.

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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