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FOR IMMEDIATE RELEASE

Primos Take Out Seed & Feed Is a Complete Nutrition System

New Seed Blends Complete Year-Round Deer Nutrition Plan

FLORA, Mississippi – July 20, 2017 – Primos Hunting, a leading innovator of game calls and hunting accessories, has added a line of top-end food plot seeds to its popular Take Out attractants and minerals. The complete Take Out Seed & Feed System allows game managers and landowners to provide year-round nutrition and attraction for their deer herd.

With five seed blends, four attractants and five mineral options, the Take Out Seed & Feed system is the result of decades of hunting knowledge taken from every corner of deer country.

"If one thought has guided Primos for over 40 years, it's that if we can make something better, we will," said Will Primos. "That's why we're proud to introduce a complete Seed & Feed system."

Like so many Primos products, the Take Out System is also built around education. Planting guides and timing as well as recommended attractant and mineral timing gives hunters the knowledge they need to best use these products to grow more and bigger deer.

The all-new Take Out Food Plot Seed lineup is competitively priced and offers a hardy mix of proven quality seeds: Fall Mix is a mixture of cereal grains, peas, clover and brassica selected to provide a high-yield food source from early to late season and beyond. Brassica Mix is a mixture of forage turnip, rape and canola that offer early-season protein and late-season sugary attraction. Spread & Sprout is a mixture of attractive cereal grains, rye grass, clover and brassicas that grow on soil contact with minimal ground preparation. Clover Mix is a combination of perennial and annual clovers selected for palatability, protein content and adaptability to variable temperatures. Kill Zone Booster is a smaller, 1/10-acre bag containing a mixture of clover, chicory and brassica that increases attraction in a particular spot within a larger food plot.

Along with Take Out Food Plot Seed, additions to the Take Out Attractant line include a 20-pound Apple Protein Block and 25-pound version of the popular Fall Harvest mix. Five-pound bags of Fall Harvest and Row Crop complete the high-draw food-based attractant lineup. Each of these products offers a natural flavor and aroma that draws deer and leaches into the soil to keep them coming back, even after the grain-based feed is consumed.

Take Out Mineral Lick includes the liquid Sweet Spot Blend, granular Hot Spot formula and 4-pound blocks of Sweet Corn Salt Lick, Sweet Acorn Salt Lick and Red Zone. Each Take Out Mineral offers a flavor and aroma proven to attract deer, and offers a formula that contains the calcium, phosphorus and mineral oils their bodies need to increase reproductively, metabolism and bone and antler growth.

Combined, Take Out Seed & Feed is a premium, full-season attractant and nutrition program designed to produce more and healthier deer.

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 <u>www.primos.com.</u>

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, and Europe. For news and information, visit <u>www.vistaoutdoor.com</u> or follow us on Twitter @VistaOutdoorInc and Facebook at <u>www.facebook.com/vistaoutdoor</u>.

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