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FOR IMMEDIATE RELEASE

World Champion Shooter Jessie Harrison Chooses Bushnell

Bushnell Adds World and National Champion Jessie Harrison

OVERLAND PARK, Kansas – June 10, 2018 – Bushnell, an industry leader in high-performance optics, announces the signing of World Champion Shooter Jessie Harrison to Bushnell’s Ambassador/Shooting Team. She will represent Bushnell at Steel Challenge, USPSA, Bianchi Cup and IPSC matches, as well as assist with the development of new products.

The first female shooter to achieve Grand Master status with the U.S. Practical Shooting Association (USPSA), Harrison boasts an impressive list of accolades across five shooting disciplines, including multiple World and National Champion shooting titles. Among these are the prestigious Bianchi Cup and the World Speed Shooting Championships.

“I’m thrilled to announce that we’ve added yet another champion shooter to the Bushnell shooting team with the signing of Jessie Harrison,” said Matt Rice, Brand Manager for Bushnell. “Jessie is one of the most respected and decorated shooters in the world, and she has had a tremendously positive impact on the shooting industry. Always a professional, Jessie exemplifies the characteristics of a true champion both on and off the range, and we couldn’t be more excited to have her represent our products.”

Harrison began shooting competitively in Cowboy Action Shooting tournaments at the age of 15. She soon added multiple disciplines, including USPSA and Steel Challenge, then Multi-Gun and the NRA Bianchi Cup. Today, she is one of the most awarded shooters of all time, with dozens of World and National Championship titles to her credit. She recently captured her 20th USPSA Ladies National Title.

“I’m excited to represent Bushnell,” Harrison said. “They are a leader in optics for competition and the field, with a reputation for performing in any condition. That’s critical to my success, and it’s why I trust Bushnell.”

For more information on Harrison, check out her Facebook fan page at <https://www.facebook.com/jessielharrison/>

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.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, and Europe. 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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