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FOR IMMEDIATE RELEASE

Bushnell Adds Competitive Shooter KC Eusebio

Four-Time World Steel Challenge Speed Shooting Champion KC Eusebio Chooses Bushnell

OVERLAND PARK, Kansas – January 19, 2018 – Bushnell, the industry leader in high-performance optics, announces the signing of KC Eusebio to Bushnell's Ambassador/Shooting Team. He will represent Bushnell at USPSA, IPSC, Steel Challenge and PRS competitions, as well as assess and develop new products.

Eusebio is an IPSC/ USPSA and Steel Challenge action shooter who has been featured on the television series "Hot Shots." Among his many accolades, he is a four-time Open World Steel Challenge Speed Shooting Champion and six-time Open U.S. National Steel Challenge Speed Shooting Champion. In 2010, Eusebio won the USPSA Handgun Nationals Open and he has won the U.S. IPSC Nationals, IPSC Australasia Handgun Championship and European Steel Challenge Speed Shooting Championship.

"We're extremely excited to have KC on the Bushnell shooting team," said Matt Rice, Brand Manager for Bushnell. "KC shot his first match when he was 8 years old and two years later, he became the youngest USPSA Master. Two years after that, he became the youngest USPSA Grandmaster. By the age of 15, he once again re-wrote history by becoming the youngest competitor to ever win a world speed shooting title. Shooting is in his blood and KC knows what it takes to win; two things we can identify with here at Bushnell."

Eusebio enlisted in the U.S. Army when he was 18, and joined the Army Marksmanship Unit. He honed his skills and taught hundreds of soldiers advanced shooting skills. Today, Eusebio competes across the country and continues to teach marksmanship to shooters from all walks of life.

"I'm excited to partner with Bushnell," said Eusebio. "I've been shooting their red dots for a while now and couldn't be more pleased with the performance. Sight performance is a critical aspect to competitive shooting and Bushnell Optics allow me to compete at the highest levels."

For more information on Eusebio, check out his Facebook fan page at <https://www.facebook.com/kceusebio.fanpage/>.

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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