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FOR IMMEDIATE RELEASE

Bushnell Adds Competitive Shooters Eernisse, Upequi and Tran

Bushnell Adds to Growing Stable of Rising Shooting Stars

OVERLAND PARK, Kansas – February 14, 2018 – Bushnell, an industry leader in high-performance optics, announces the signings of Josh Eernisse, Robert Upequi and Kim Tran to Bushnell’s Sponsored Shooter program. They will represent Bushnell at USPSA, Steel Challenge, 3 Gun, and PRS competitions, as well as assess and develop new products.

Tran is competitive shooter from Texas. She competes in the USPSA Open Division and has already won several events in her short career, including the Texas Oilfield Classic and Area 4 Championships.

“I’m ecstatic and thankful to announce that I’ve partnered with Bushnell to represent them for 2018,” Tran said. “It’s truly a blessing to have an opportunity like this to shine a light on a fantastic brand that offers such great products geared toward not only hunters and the everyday shooter, but also competitors.”

Eernisse, a former service member, is a SWAT officer and USPSA Open Division competitor. He will also represent Bushnell at several upcoming 3 Gun matches. Eernisse offers a unique viewpoint because he depends on his optics in competition and on the job.

“The first thing I look for when buying equipment is the warranty,” Eernisse said. “Bushnell has a lifetime warranty on their optics and that tells you something about them. They believe in their product and are going to make sure the customer is happy.”

Upequi also shoots USPSA Open Division. He began shooting USPSA less than 3 years ago and has already received an open invitation to the USPSA Nationals.

“I look forward to the season ahead using Bushnell optics on my competition guns,” Upequi said. “I know how important good components are on my gear. One bad magazine is enough to ruin a match, let alone optics. That’s why I am trusting Bushnell to hold strong this season.”

“We’re excited to add these up-and-coming competitors to the Bushnell shooting team,” said Matt Rice, Brand Manager for Bushnell. “They are true competitors who will help showcase our high-performance products as they demonstrate their impressive skills. They also offer unique and varied perspectives that will help us evaluate and hone our product offerings.”

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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