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Primos, Gold Tip and Bee Stinger Name Jason Harris Vice President of Sales and Announce Strategic Partnership with Ken Jefferies and Associates Sales Representation Group

New Sales Structure will Provide Greater Focus in Hunting and Archery Markets for Primos, Gold Tip, Bee Stinger and Bushnell Trail Cameras

FLORA, Mississippi – April 24, 2018 – Top hunting and archery brands Primos Hunting, Gold Tip and Bee Stinger have named industry veteran Jason Harris Vice President of Sales and entered into a strategic partnership with top sales representation firm Ken Jefferies and Associates.

As part of an overall business reorganization, the brands announced these key moves in order to provide greater focus in the hunting and archery markets for stores and dealers across the nation. The team also designs, markets and sells the industry-leading Bushnell trail camera product category.

“Our goal has always been to make the best products in the hunting and archery market and be easy to do business with,” said Mike Powell General Manager of Primos, Gold Tip and Bee Stinger. “A big part of making that happen was naming Jason Harris to lead our sales team to set goals and strategies with Ken Jefferies & Associates. Having Jason at the helm and KJ&A in the field will allow us to provide greater focus in our sales effort—now and into the future.”

Harris has served in various positions in the archery and hunting industry for more than 20 years. Most recently, he was Senior Product Manager overseeing Primos, Gold Tip, Bee Stinger and Final Approach product development and life cycle. He has a BSBA in Business Management and Marketing from the University of West Florida School of Business.

“I’m honored and excited to take on the new role as Vice President of Sales,” Harris said. “Our brands are leaders in innovation and quality and we have a strong menu of new products coming out to excite our customers and consumers. Add to that the deep knowledge and experience the KJ&A team brings to every region, and we know we have a winning combination for stores and dealers.”

Ken Jefferies has been in the outdoor sporting goods industry since 1999. He is a lifetime member of the NRA and has won dozens of awards in sales. Ken Jefferies & Associates is a first-class manufacturers' representation and marketing firm servicing 37 states on the eastern half of the United States. The team has set the bar for sales in the outdoor world and will continue to push the envelope to foster growth for all cliental.

"Primos, Gold Tip, Bee Stinger and Bushnell have earned the reputation as being best-in-class brands," Jefferies said. "Working in-depth with Jason and the brand teams the past several months has only made us more excited about the possibilities. We are honored to be partners with the good people who have built these brands and we look forward to providing service beyond expectations for all of our valued customers."

With KJ&A in the East, sales representation in Western states for these brands will be managed by the Gold Tip Sales Team led by Preston Edwards in American Fork, Utah.

Primos, Gold Tip, Bee Stinger and Bushnell are Vista Outdoor brands. For more information on these leading brands and their product assortments visit www.primos.com, www.goldtip.com, www.beestinger.com and www.bushnell.com.

Located in Morrisville, North Carolina, just minutes from Raleigh-Durham International Airport, Ken Jefferies & Associates, LLC is a first-class manufacturers' representation and marketing firm servicing 37 states. KJ&A offers premier sales representation, product and program development assistance, market research, strategic planning, and public relations and marketing services for industry leading manufacturers. To learn more and see a sales representation map, visit www.kenjefferiesandassociates.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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