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FOR IMMEDIATE RELEASE

Simmons to Introduce New Optical Designs at 2018 SHOT SHOW

Simmons ProTarget, Venture, AETEC and Whitetail Classic Offer Value and Performance for Hunters and Shooters

OVERLAND PARK, Kansas – January 19, 2018 – Simmons, a leading producer of high-quality, high-value sporting optics, will launch more than a dozen new optics at the 2018 SHOT Show, January 23 to 26 at the Sands Expo Center in Las Vegas, Nevada.

The new Simmons lineup includes ProTarget riflescopes, Venture binoculars and spotters, as well as updated favorites in the new Simmons AETEC and Whitetail Classic families.

Simmons ProTarget Riflescopes offer tactical scope performance at an unbeatable price. Ready to go right out of the box, the new ProTarget riflescopes are standard with 30mm rings, allowing them to be easily attached to your favorite rifle. The new ProTarget riflescopes also include flip-up scope caps, fully-coated lenses and a waterproof, fog-proof and shockproof industrial design.

Simmons will also introduce its newest family of Venture binoculars and spotting scopes at SHOT 2018. Designed to provide hunters with a line of optics that won't break the bank, the new Venture family is ready to handle any hunt, in any environment

"Simmons Venture binoculars and spotting scopes are designed with the hunter in mind, and are available in all of the most popular configurations," said Clint Mermis, product manager for Simmons Optics. "Offering fully multi-coated lenses packaged in a rugged armor housing, the Venture line delivers maximum light transmission, revealing the finest details even at first and last light."

"This year, Simmons is also bringing back a classic — the Whitetail Classic Rifle scope," Mermis said. "Available in six popular deer-hunting configurations for short- and long-range enthusiasts, they offer a timeless look with Black Granite finish and are specifically designed for hunting's most timeless trophy. Fully multi-coated, with a large field of view and long eye relief, they are a natural fit on any rifle. Add in waterproof, fogproof and shockproof construction and you can put meat on the table in any weather."

Simmons will also be re-introducing its legendary AETEC riflescopes. Simmons was the first to bring Aspherical Lens technology to riflescopes, delivering unmatched edge-to-edge clarity. A longtime favorite among hunters, the Simmons AETEC line features a standard or illuminated Truplex reticle along with exposed or capped turrets. These key features are proof to today's modern hunter that the AETEC line is back and better than ever.

Attendees of the 2018 SHOT Show in Las Vegas can see the new line of Simmons optics at Booth #14551.

Simmons, a Vista Outdoor brand, has long been one of the most trusted and most value-packed names in optics. For more information, visit www.simmonsoptics.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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