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Butler Creek Announces New Electronic Magazine Loader for 2018 National Rifle Association Annual Meetings and Exhibits

Overland Park, KS – April 30, 2018—Butler Creek, maker of smart, field-proven, hunting and shooting accessories, will launch a new product at booth #7530 at the 2018 National Rifle Association (NRA) Annual Meetings and Exhibits in Dallas, Texas May 4 to 6.

The new generation of loading is here. The ASAP Electronic Magazine Loader is the only product of its kind on the market, and made with serious competitors and training facilities in mind. Just fill the 60 round hopper with loose rounds, select the desired round count and press a button. The machine automatically orientates the ammunition and loads your magazine. Magazine loading does not get any easier.

“The new Butler Creek Electronic Magazine Loader is on the cutting edge,” said William Hemeyer, Butler Creek Senior Product Manager. “The new Electronic Magazine Loader represents our commitment to exceeding the expectations of accessory products used for magazine loading. For those looking for a fast and easy way to load rounds, the Butler Creek Electronic Magazine Loader is the perfect choice.”

Butler Creek, a Vista Outdoor brand, serves hunter and shooters, offering high-quality accessories such as gun slings, scope covers and more. Learn more at www.butlercreek.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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