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FOR IMMEDIATE RELEASE

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Champion Announces New Products for 2018 National Rifle Association Annual Meetings and Exhibits

Overland Park, KS – May 2, 2018—Champion Range & Targets, makers of interactive and challenging target systems, will launch new products at booth #7530 during the 2018 National Rifle Association (NRA) Annual Meetings and Exhibits in Dallas, Texas, May 4 to 6.

Add excitement to your next range outing with the new Champion Flash Clay. Nothing is more satisfying than a successful shot. Champion Flash Clays offer that positive reinforcement with a highly-visible burst of powder on every hit. Flash Clays are standard-sized clays that are made out of naturally-occurring forestry product and limestone that will not increase soil acidity levels. Make Champion Flash Clays disappear in a bright cloud of color at an MSRP of \$14.95 for a box of 90 clays.

Champion will also be releasing VisiColor Adhesive targets. Multi-color impact halos will help shooters track specific shot placement, while the peel-and-stick backing will allow customers to create an instant shooting range, practically anywhere. Challenge friends with a wide variety of target options, like 50- and 100-yard sight-in targets, bullseye and silhouettes with an MSRP range of \$5.95-\$14.95.

Champion's products are a great way to improve your skillset. They're perfect for both short-range and long-range precision shooting. Attendees at the show are encouraged to visit the Champion booth to see all of the products available for their range needs.

Champion, a Vista Outdoor brand, is committed to providing the best class of shooting gear. For more information, visit www.championtarget.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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