



Corporate Communications
262 N. University Dr.
Farmington, Utah 84025

NEWS RELEASE

For Immediate Release

Media Contact

Amanda Covington
(801) 447-3035
media.relations@vistaoutdoor.com

Investor Contact

Michael Pici
(801) 447-3168
investor.relations@vistaoutdoor.com

Vista Outdoor Announces Historic Partnership with Boy Scouts of America

Vista Outdoor Becomes Official Conservation Partner of Boy Scouts of America

Farmington, Utah, July 13, 2017 – Vista Outdoor Inc. (“Vista Outdoor”) (NYSE: VSTO), announced today that it has entered into a wide-ranging partnership with the Boy Scouts of America. Vista Outdoor is now the official conservation sponsor of the Scouts, while Vista Outdoor brands Federal Premium, CCI, Savage, Gold Tip, CamelBak and Bell have become official partners with the Scouts for Shooting Sports, Archery, Hydration and Wheeled Safety.

“Vista Outdoor’s mission is to bring the world outside,” said Ryan Bronson, Vista Outdoor’s Director of Conservation. “This historic partnership will help us achieve our mission and support over 2 million Scouts in their ability to enjoy the outdoors and be responsible citizens. Vista Outdoor and its brands have a long history of working with the Boy Scouts, and this partnership is the next logical step. Many of our employees and their children are Scouts, and we understand the significant impact this organization makes in young people’s lives.”

“Scouting takes young people on adventures and lessons of character and leadership in the most remarkable class room imaginable – the outdoors,” said Brad Farmer, Assistant Chief Scout Executive leading the Office of Development for the Boy Scouts of America. “We are honored to partner with Vista Outdoor, an organization that shares our respect for the outdoors and long-lasting commitment environmental stewardship. In Scouting, we learn to leave no trace so that others can have the opportunity to experience the outdoor classroom as we have for generations.”

As the official conservation sponsor, Vista Outdoor is the presenting sponsor of the “Conservation Trail” at this year’s 2017 National Jamboree. The company launched a “Conservation Counts” campaign last year to better communicate how even the smallest effort can make a substantial difference when it comes to being a responsible steward of the environment.

“Conservation is a core value for Vista Outdoor,” said Bronson. “Our company believes in supporting conservation of wildlife and wild places, and protecting access to public lands for all outdoor enthusiasts to pursue their adventures. But at its core, we believe in being responsible. The Boy Scouts’ Outdoor Creed aligns perfectly with our company’s culture of responsibility.”

The Scouts’ Outdoor Creed states “As an American, I will do my best to: be clean in my outdoor manners; be careful with fire; be considerate in the outdoors; and be conservation minded.”

In addition to the conversation sponsorship, Vista Outdoor brands became official partners of the scouts in the following roles:

- Federal Premium, CCI and Savage – official Shooting Sports Partners
- Gold Tip – official Archery Partner
- CamelBak – official Hydration Partner
- Bell – official Wheeled Safety Partner

“Vista Outdoor has a broad portfolio of brands that serves outdoor enthusiasts in many different activities,” said Bronson. “These additional partnerships allow Vista Outdoor and its brands to offer a diverse experience to the Scouts and broaden their exposure to opportunities to pursue their goals in the outdoors.”

About Vista Outdoor Inc.

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 Farmington, Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international 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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