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NEWS RELEASE

For Immediate Release

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Vista Outdoor Names Brett Merrell as Vice President of Marketing

Clearfield, Utah, March 2, 2015 – Vista Outdoor Inc. (“Vista Outdoor”) (NYSE: VSTO), announced today that the company has hired Brett Merrell to serve as its Vice President of Marketing.

“Brett has 25 years of extensive marketing and branding experience with consumer products,” said Mark DeYoung, Vista Outdoor Chairman and Chief Executive Officer. “He’s worked in marketing and management for both product manufacturers and the retailer, and I’m confident his contributions to Vista Outdoor will lead to the company’s long-term growth and continued success.”

Merrell will report to DeYoung and is responsible for the company’s brand strategies, innovation and new product development, advertising, research, consumer and market insights, and analytics and brand performance.

Prior to joining Vista Outdoor, Merrell served as a Senior Vice President for Giant Eagle, Inc. where he was responsible for overseeing \$1.2 billion in annual sales. He also served in several key marketing leadership positions while at Giant Eagle. Prior to that, Merrell was a General Manager and a Vice President for Gerber Products Company. He also worked as Vice President of Marketing for Melaleuca, Inc. and Director of New Product Development for Sargento Foods, Inc. Merrell began his marketing career at the Proctor & Gamble Company and also worked as a Manager/Controller for Citibank.

Merrell holds a bachelor’s degree from Utah State University and an MBA from Northwestern University, Kellogg Graduate School of Management.

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor

Products, and has more than 30 well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories. 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 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. 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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