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Primos Hunting Unveils Two New Premium Elk Calls

Timberline Open Reed and Closed Reed Calls Speak the Language of Elk

FLORA, Mississippi (July 14, 2016) – Primos Hunting, a leading innovator of game calls and hunting accessories, has unveiled a pair of premium elk calls that collectively allow hunters to quickly and easily Speak the Language of elk like never before.

The new Timberline Open Reed and Timberline Closed Reed elk calls were developed by Primos' team of hard-hunting, veteran callers. Both calls are easy to use and feature high-quality barrels hand-crafted from the finest hardwood for flawless reproductions of elk vocalizations.

The Timberline Open Reed's single, open-reed design easily produces a variety of high-pitched and high-volume sounds made by elk cows and calves, including incredibly accurate estrous cow calls that bring in amorous bull elk on the run.

When elk are close, the Timberline Closed Reed seals the deal with subtle mews and chirps. The call's bite-and-blow configuration allows you to precisely control pitch and volume by bite and air pressure, while the wooden barrel mellows the tone.

Thanks to the simple designs and foolproof operation of both the Timberline Open Reed and Timberline Closed Reed elk calls, even first-time callers can quickly begin speaking the language of elk and calling trophies into shooting range.

Primos, a Vista Outdoor brand, is one of the most recognizable and trusted names in hunting calls, attractants, trail cameras and accessories. For more information, visit www.primos.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, Europe and New Zealand. 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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