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FOR IMMEDIATE RELEASE

ATK Sporting Wins Cabela's 2012 Hunting Vendor of the Year Award

ATK Sporting was named by Cabela's as Hunting Vendor of the Year – 2012. The honor was awarded largely due to the company's ability to create customized sales programs. The collaboration and strategy building between the two companies is instrumental for both parties to achieve their annual goals. ATK Sporting is thrilled to achieve this special recognition and appreciates the strong relationship it shares with the world-famous retailer.

ANOKA, Minn. – April 25, 2013 – ATK Sporting has recently received the high honor of Hunting Vendor of the Year – 2012 by Cabela's, the world's foremost outfitter of hunting, fishing and outdoor gear.

“In 2012, we enjoyed remarkable sales growth for several of our brands, including Federal Premium[®], BLACKHAWK![®], RCBS[®], CCI[®] and Champion[®] Traps & Targets within all of Cabela's many first-class locations,” said Jason Vanderbrink, Vice President of Retail Sales. “Our relationship with them grows stronger every year and is an important key to achieving our annual goals. This special recognition is truly an honor.”

Roger Verhulst, Cabela's Senior Vice President of Merchandising, noted that ATK Sporting's ability to work with Cabela's merchandise team to efficiently and effectively create custom sales programs is quite impressive.

“The partnership that we have with ATK has been outstanding,” Verhulst said. “The collaboration and strategy building between our two companies has been instrumental in helping us maintain our industry-leading presence in hunting and shooting categories.”

ATK Sporting and Cabela's routinely work together to grow their partnership through the continuous delivery of new products, enhanced product promotion and creative sales strategies.

For more information on ATK Sporting's brands, log on to: federalpremium.com, BLACKHAWK.com, rcbs.com, cci-ammunition.com and championtarget.com.

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