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## **ATK Sporting Receives “Company of the Year” Award from SHOT Business**

***ATK Sporting received the “Company of the Year” award from SHOT Business at the Bonnier Outdoor Group breakfast during the 2015 Shooting Hunting Outdoor Trade (SHOT) Show in Las Vegas. ATK employee Ryan Bronson and Federal Premium Brand Ambassador Julie Golob were both nominated for “Person of the Year,” with Golob winning the award. The awards are given each year to a company or organization in the shooting sports industry, based on community outreach and efforts to preserve our nation’s hunting and shooting heritage and to protect firearms freedom.***

ANOKA, Minn. – January 29, 2015 – ATK Sporting received the “Company of the Year” award from SHOT Business at the Bonnier Outdoor Group breakfast during the 2015 Shooting Hunting Outdoor Trade (SHOT) Show in Las Vegas. The award is given each year to a company or organization in the shooting sports industry, based on community outreach and efforts to preserve our nation’s hunting and shooting heritage and to protect firearms freedom.

“The SHOT Business Awards celebrate leadership—leadership in the shooting sports industry and leadership in the community,” said SHOT Business Editor Slaton L. White. “The recipients of the SHOT Business Awards have all shown exceptional commitment to the promotion and preservation of hunting and the shooting sports and to the Second Amendment.”

ATK was recognized for its role as a leading supporter of the National Shooting Sports Foundation’s (NSSF) Project ChildSafe campaign, which promotes safe firearms handling and storage practices for all firearm owners. ATK was also celebrated for lending financial support to the NSSF Rimfire Challenge and the Challenge’s Ammo Roundup program, which helped ensure competitors in these important matches had ammunition to shoot.

“At ATK, we’re proud of the products we make, and we’re proud of our record as responsible corporate citizens,” said Mark DeYoung, ATK’s president and CEO. “This award is a testament to our employees’ efforts to engage in the communities where they live and work, and an absolute commitment to promoting safety in the use of our products.”

ATK has a long-standing heritage of conservation, and the company partners with numerous organizations to support conservation efforts, such as Rocky Mountain Elk Foundation, the National Rifle Association, Pheasants Forever, Quail Forever, and the National Wild Turkey Federation, among others. ATK is also a diamond-level supporter of the Congressional Sportsmen's Foundation (CSF), with DeYoung serving as Chairman of the CSF's Board of Directors.

In addition to the company's award, ATK employee Ryan Bronson and Federal Premium Brand Ambassador Julie Golob were both nominated for "Person of the Year," with Golob winning the award.

Golob, a champion shooter, hunter, Army veteran and mother, received the award for her efforts to promote the shooting sports, encourage firearms safety, and maintain a positive public image. Golob has won more than 120 championship titles in seven different action-shooting disciplines, making her one of the most accomplished professional shooters in the world. Federal Premium Ammunition announced in October that it had partnered with Golob and that she will use Federal Premium ammunition in competition and on hunts. She will also wear the Federal Premium logo prominently on her competition shooting shirt and represent the brand in marketing materials.

Bronson works as the senior manager of conservation and public policy for ATK's Sporting Group in Anoka, Minnesota and is active in the company's community outreach efforts.

[Photo Caption]: SHOT Business Editor Slaton L. White (left) and ATK President and CEO Mark DeYoung (right).