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FOR IMMEDIATE RELEASE

Vista Outdoor Names Communications Managers for Shooting Sports and Outdoor Products

CLEARFIELD, Utah – Feb. 11, 2015 – Vista Outdoor Inc., a leading global designer, manufacturer and marketer of consumer products in the outdoor sports and recreation markets has named J.J. Reich and Jake Edson as Communications Managers for its two business segments.

Reich has 12 years of experience within the hunting industry. He has been employed by Vista Outdoor, formerly ATK Sporting, since July of 2010, most recently working as Communications Specialist for the Ammunition and Firearms business lanes for the past two years. He will continue to be the day-to-day contact for media and will support editorial coverage and media events for brands such as Federal Premium[®] Ammunition, Savage Arms[™], CCI[®], Alliant Powder[®] and Speer[®].

Edson has been with the company for more than two years as a marketing specialist on the Creative Team. He helped shape brand messaging through marketing materials. Before that, he spent a decade as a magazine and content editor at F+W Outdoors. He is the main point of contact for media members for Vista Outdoor accessories brands, including Bushnell[®], BLACKHAWK![®], Primos[®] Hunting, Gold Tip[®], Hoppe's[®], Bollé[®], Uncle Mike's[®], RCBS[®], Weaver[®], Champion[®], Simmons[®], Butler Creek[®], Gunslick[®] Pro and other leading brands.

Reich and Edson will oversee the writing and distribution of company news as well as assisting media members with requests and product information. They will be the day-to-day contacts for endemic media and will guide editorial coverage and media events. They will support more than 30 well-recognized Vista Outdoor brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories.

About Vista Outdoor

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