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Federal Premium Launches Black Cloud Cash Call Promotion

ANOKA, Minn. – August 03, 2015 – Federal Premium® Ammunition and Primos® Hunting have teamed up to offer waterfowl hunters a smoking-hot deal to put more birds in the bag this fall. The Black Cloud Cash Call offers customers the opportunity to buy a case of Black Cloud shotshell ammunition and receive a \$50 mail-in rebate, plus a Federal Premium-edition Primos duck call. Or, purchase any two boxes of Black Cloud and receive the same free call.

“Black Cloud has a strong reputation for delivering deadly performance in any situation. Its FLITECONTROL® wad and FLITESTOPPER® pellets are the keys to its success and popularity,” said Federal Premium Product Director Rick Stoeckel. “This rebate is a great way to win over new shooters looking to buy their first box of Black Cloud or reward our dedicated customer base with a high-quality Primos duck call for continuing to shoot our loads.”

“We are excited to be a part of this promotion,” said Primos founder Will Primos. “It’s a chance to partner time-tested, field-proven products and put them into the hands of waterfowl hunters across the country, which will definitely help them be more successful. We are honored to partner with Federal Premium to provide waterfowlers a great value on top-quality products that benefit both beginner and hardcore hunters.”

Purchases must be made between August 1, 2015 and December 31, 2015, and the rebate coupon must be received by January 31, 2016. Limit two mail-in rebates. The offer is good in the U.S. and Canada and subject to product availability; quantities limited.

For full details on the program and to download the rebate coupon, visit www.federalpremium.com/news/promotions_rebates.aspx.

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Federal Premium, go to www.federalpremium.com.

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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