



Contact: J.J. Reich
Communications Manager
Shooting Sports
(763) 323-3862

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Federal Premium 3rd Degree Wows Turkey Hunting Fans at the 39th Annual NWTF Convention and Sport Show

ANOKA, Minnesota – February 18, 2015 – The recently introduced 3rd Degree™ turkey loads from Federal Premium® were on display at the 39th Annual National Wild Turkey (NWTF) Convention and Sport Show at the Gaylord Opryland Resort and Convention Center in Nashville, Tennessee this past weekend. Attendees were impressed by how the new 12-gauge turkey loads deliver lethal patterns near and far.

The new Federal Premium 3rd Degree load uses a multi-shot, three-layer payload to ensure lethal patterns whether gobblers hang up at 40-plus yards or come to the decoys on a string.

The leading section of the new Federal Premium 3rd Degree turkey loads, which accounts for 20 percent of the total pellet count, consists of No. 6 nickel-plated FLITESTOPPER® lead. These pellets release from the wad first, dispersing quickly to create a larger, more effective pattern than conventional loads for shots inside of 20 yards. The second stage of the payload is copper-plated No. 5 lead shot, which creates a dense, even pattern at moderate ranges. The final 40 percent of 3rd Degree's three-stage payload contains No. 7 HEAVYWEIGHT® pellets. Made of high-density tungsten-iron material, they give hunters more energy than No. 5 lead shot at 40 yards and beyond. The increased pellet count delivers more hits on target at long range.

The new 3rd Degree turkey loads also support NWTF's vital conservation efforts, as a portion of the proceeds from the sale of this product will be donated to the organization. To further identify this relationship, the NWTF logo is prominently featured on every box of 3rd Degree.

With a muzzle velocity of 1,250 fps, pattern density with Federal Premium's new 3rd Degree are maximized by the FLITECONTROL® wad, which deploys from the rear and stays with the shot column longer than conventional wads for full.

Part No. / Description / MSRP

PTD157 567 / 3rd Degree, 12 ga., 3-inch, 1 3/4-ounce; 5, 6, 7 shot (Box of 5) / \$21.95

PTD139 567 / 3rd Degree, 12 ga., 3 1/2-inch, 2-ounce; 5, 6, 7 shot (Box of 5) / \$24.95

For more on Federal Premium, visit www.federalpremium.com.

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company.

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.

###