



**Contact: Jake Edson
Communications Manager
Outdoor Products
763-323-3865**

E-mail: Vistapressroom@vistaoutdoor.com

FOR IMMEDIATE RELEASE

Hoppe's Introduces the 1.2.3. Done! Cleaning Kits for Quick and Easy Gun Maintenance

OVERLAND PARK, Kan. – March 23, 2015 – Hoppe's®, makers of renowned gun care products for more than 100 years, has a new line of gun cleaning kits that make maintaining firearms in the field quick and easy.

The new 1.2.3. Done! kits include a caliber/gauge specific Hoppe's BoreSnake® along with 2-ounce bottles of time-tested and proven Hoppe's No. 9 bore cleaner to quickly remove powder residue, lead, metal fouling and rust, and Hoppe's high-viscosity lubricating oil.

1.2.3. Done! Kits come with easy-to-understand photo directions to help shooters use the BoreSnake cleaning system for best results.

1.2.3. Done! Kits sell for a suggested retail of \$26.45 and come in the following options:

- 22 Caliber Pistol Kit
- 9mm, 380, 38, 357 Pistol Kit
- 40 Cal /10mm Pistol Kit
- 45 ACP, 45 Colt, 454 Pistol Kit
- 223, 5.56, 22LR Rifle Kit
- 30 Cal, 7.62, 308, 300 Rifle Kit
- 12 Gauge Shotgun Kit
- 20 Gauge Shotgun Kit

For more on Hoppe's, go to www.hoppes.com

Hoppe's is a brand of Vista Outdoor Inc., an outdoor sports and recreation company.

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.

###