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FOR IMMEDIATE RELEASE

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Primos Proof Cameras – Built Without a Doubt

FLORA, Mississippi – May 27, 2015 – When did getting a good picture in the woods get so complicated? We think it started with the word “with”... as in with too many features and with too many buttons. So we’re making trail cameras better by building them “without” — without complications and without compromises. Because sometimes the only advanced feature you really need is reliability.

The new Proof Cameras are built for one purpose: To give hunters the most reliable, most simple-to-use camera money can buy with the functions that really matter and none of the extras that don’t. Rather than adding features that don’t get used by hunters, yet cause needless complications and compromises, we designed Proof Cams to help hunters get the scouting results they need “Without A Doubt.”

With three models to choose from, the Proof Camera 01, 02 and 03 are all designed to simply take photos, HD video or HD Time Lapse. Choosing your preference is easy with illuminated sliding switches. All Primos Proof Cameras also have a circular LED alignment to better light the field of view, and are powered by eight AA batteries. They are extremely easy to use, but also offer hunters the scouting technology required to know what animals are on their property.

The Proof Camera 01 takes 10MP images and features 36, 850nM Low Glow LEDs to offer a nighttime range out to 70 feet. With a .7-second trigger time, and 3-second recovery rate, this camera is a serious performer that won’t break the bank.

The Proof Camera 02 and Proof Camera 03 models have lightning-fast trigger speeds of .4 seconds and a 3-second recovery rate. Both models feature 12MP images and will operate for 9 months on eight AA batteries. The Proof Cam 02 is a Low Glow model, featuring 48, 850nM Low Glow LEDs to offer a nighttime range out to 100 feet. The Proof Cam 03 model features 60, 940nM Blackout LEDs for complete covert operation, and an 80-foot nighttime range.

The new Primos Proof Cameras have estimated retail prices from \$99 to \$149 and are backed by a one-year warranty. Plus, with the purchase of a Primos Proof Cam the buyer receives a 1-month free trial of DeerLab’s trail camera photo software and a

special continuation offer. DeerLab will help you pattern bucks and save time managing your trail camera photos.

Primos Hunting is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more on Primos, visit www.primos.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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