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FOR IMMEDIATE RELEASE

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Savage Arms and CCI Ammunition to Host Shooting Sports Celebrities at the 2015 NRA Annual Meetings and Exhibits Show

SUFFIELD, Connecticut – March 30, 2015 – Savage Arms™ will host a variety of shooting sports celebrities in their booth No. 1524 (Vista Outdoor Inc.) at the 2015 NRA Annual Meetings and Exhibits Show in Nashville, Tennessee, April 10-12. Mike Stroff and the Savage Outdoors Team; Troy, Jacob and Chase Landry (also sponsored by CCI® Ammunition); as well as Brian "Pigman" Quaca will be on hand throughout the show to meet fans and answer questions.

Mike Stroff and the rest of the Savage Outdoors Team travel North America capturing some of the most intense hunting action ever caught on film. They chase trophy whitetails in South Texas, bull elk in the Rocky Mountains and more. Stroff and the Savage Outdoors Team will be the booth on Friday, April 10 from 3 p.m. to 4 p.m. and Saturday April 11 from 3 p.m. to 4 p.m. Attendees are invited to listen and engage with Mike Stroff about the grind of producing an outdoors television show and his triumphs for the coming season of episodes of Savage Outdoors.

The Landry family makes their living on the dark and murky waters of the Louisiana swamps. They will be available to meet fans on Saturday, April 11 from 1 p.m. to 3 p.m., and Sunday April 12 1 p.m. to 3 p.m. Fans can come and get an autograph or picture with these three engaging stewards of the swamp, who might even share stories and explain the advantages of the new Landry Signature Series rifles from Savage Arms. And when it comes time to "choot 'em," they chamber only one brand of rimfire ammunition: CCI.

Brian "Pigman" Quaca's relentless approach to hog hunting has made his show "Pig Man: The Series" a fan favorite. Quaca will meet with fans and sign autographs on Friday, April 10 from 12 p.m. to 1 p.m. and Sunday, April 12 from 12 p.m. to 1 p.m.

Savage Arms and CCI Ammunition are brands of Vista Outdoor Inc., an outdoor sports and recreation company. To learn more about the entire line of Savage and CCI, visit www.savagearms.com and www.cci-ammunition.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.