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Federal Premium Adds Well-Known Videographer Mitch Kezar to Its Full-Time Staff

ANOKA, Minnesota – August 8, 2016 – Federal Premium Ammunition recently hired award-winning photographer and videographer Mitch Kezar to its creative staff. Kezar accepted the full-time role as a videographer and video editor for the industry-leading company.

Kezar will leverage skills honed during his long career as a photojournalist, as well as his decades of experience as photographer within the hunting and fishing industries.

The two-time Pulitzer Prize nominee is known for crafting unforgettable images that tell stories, convey emotions and highlight products. He has contributed work to *Outdoor Life*, *Field & Stream*, *American Hunter*, *Bowhunting World*, *Sporting Classics* and many other hunting and fishing publications.

"We're thrilled to add a talent like Mitch to our internal creative team. He is one of the most respected and well-rounded talents in our industry and brings a rich enthusiasm to our brands," said Federal Premium Marketing Director Jason Nash.

In his new role, Kezar will create compelling TV ads, online videos and other content to highlight the products and technologies that make Federal Premium the ammunition industry leader.

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 of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-

recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. 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 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, Europe and New Zealand. 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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