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FOR IMMEDIATE RELEASE

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Federal Premium Launches 20-Gauge 3rd Degree at 2016 SHOT Show

ANOKA, Minnesota – Jan. 18, 2016 – Federal Premium® Ammunition is pleased to announce its launch of a 20-gauge 3rd Degree turkey load at the 2016 SHOT Show.

Federal Premium solved an age-old turkey-hunting conundrum in 2015 by unveiling 3rd Degree, an innovative shotshell that, unlike its competitors, bettered the odds of connecting with a tom both near *and* far.

By adding a 3-inch, 1 7/16-ounce, 20-gauge load to the existing 12-gauge line, Federal Premium offers hunters another option optimally suited for engaging birds that come in on a string, hang up at distance, or go anywhere in between.

Key to 3rd Degree's effectiveness is its multi-shot, three-stage, non-buffered payload. No. 6 FLITESTOPPER lead pellets are positioned at the front and comprise 20 percent of the shot. Their non-spherical shape and cutting ring quickly force them toward the outer fringe of the shot string, creating a 60 percent larger effective pattern at 10 yards, where it can be easy to miss a gobbler with conventional loads.

Comprising 40 percent of the payload—and backing the FLITESTOPPER pellets—are No. 5 copper-plated lead shot. The plating reduces deformation for tighter patterns at a distance, and the smooth surface is less likely to wad up in feathers, enhancing penetration.

No. 7 HEAVYWEIGHT makes up the final 40 percent of the payload. The tungsten-alloy material is 35 percent denser than lead (15 grams per cc), which means the pattern-filling No. 7 pellets carry the energy of lead No. 5s. But because of their small diameter (less friction), spherical shape and weight, HEAVYWEIGHT pellets penetrate deeper than their larger lead and plated-lead counterparts. And because the hard pellets retain their spherical shape, they maintain a tight pattern core for long-range effectiveness.

SHOT Show attendees are encouraged to stop by the Vista Outdoor booth (#14551) Jan. 19-22 to learn more about this new ammunition and many more products

Federal Premium is introducing for 2016.

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 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 provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor products 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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