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## **Federal Premium Wins Two Telly Awards for Outstanding New Television Commercials**

**ANOKA, Minnesota – March 09, 2016** – Federal Premium Ammunition was recently awarded two bronze Telly Awards for its Fusion and Black Cloud television commercials, showcasing the products' dynamic performance.

The Telly Award is the premier award honoring the finest film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable TV commercials and programs. Their mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity. The 36th Annual Telly Awards received more than 13,000 entries from all 50 states and five continents.

Federal Premium won the 2016 Bronze Awards for its "Fusion Freight Train" (Fusion) and "So Do The Ducks" (Black Cloud) TV commercials in the Multi-Market Cable - Sporting Goods category.

"These ads highlight the outstanding performance of our market leading deer and waterfowl products," said Jason Nash, Federal Premium Ammunition Marketing Director. "Our creative team did an outstanding job of delivering a powerful technology message in these exciting new ads."

The award-winning commercials can be viewed on Federal Premium's YouTube channel via the following video links:

### **Black Cloud FS Steel: The Most Effective Patterns in Waterfowl Hunting**

<https://www.youtube.com/watch?v=tupTFI5UyNc>

### **Fusion Rifle: Advanced Deer Hunting Ammo from the Most Purchased Brand of Centerfire Rifle Ammunition**

<https://www.youtube.com/watch?v=Pol8DsgxkJQ>

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](http://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](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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