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‘Making of a Shotshell’ Wins 2016 Upper Midwest Regional Emmy Award

ANOKA, Minnesota – November 15, 2016 – Recently, Ron Schara Productions, producers of the “Made for the Outdoors” television show, were recipients of a 2016 Upper Midwest Regional Emmy Award for the segment ‘Making of a Shotshell’ filmed at Federal Premium Ammunition plant in Anoka, Minnesota.

The Emmy Awards celebrate and recognize excellence in the television industry. The show was one of six entries in the Informational/Instructional Category. Learn more at www.midwestemmys.org.

"We are excited to add "Made for the Outdoors" to our list of Emmy Award-Winning productions," said show host and producer Bill Sherck. "Federal Premium Ammunition was a no-brainer as we looked at which local outdoor company had the best story to tell. The quality of Prairie Storm loads and Federal Premium Ammunition's dedication to upland conservation was an obvious story to us to include in "Made for the Outdoors."

The award-winning show is available for viewing on the show's website, www.madefortheoutdoors.tv, under Federal Shotgun Shells (Episode 8).

"We are honored to have the Federal Premium Ammunition story told by a great content producer and media partner in Ron Schara Productions," said Vista Outdoor Vice President of Marketing Brett Merrell. "This program captured the dedication and commitment that our employees have when producing a premium product for consumers who pursue their passions. It's great to see our media partner's excellent storytelling of the Federal Premium Ammunition's quality process, and I am proud to see the people behind the making of a shotshell recognized with this prestigious award."

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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