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FOR IMMEDIATE RELEASE

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Federal Premium Sponsors “Nick’s Wild Ride”

ANOKA, Minnesota – July 1, 2016 – Federal Premium Ammunition is proud to announce its sponsorship of the “Nick’s Wild Ride” outdoor television show.

“Nick’s Wild Ride” is hosted by lifelong hunter and award-winning country musician Nick Hoffman. Each week Hoffman explores the food, culture, music and history of exciting hunting and fishing destinations around the world.

Hoffman followed a passion for hunting and music on an incredible journey from the backwoods and back porches of his boyhood Minnesota home to the national stage.

An accomplished fiddle player and vocalist, Hoffman spent more than a decade touring with superstar Kenny Chesney. He has also performed with numerous other artists, is a popular solo act and founding member of the country band “The FARM,” which to date has scored a pair of top 40 hits. In 2012, Hoffman won the Country Music Association’s coveted CMA-SRO Award for Touring Musician of the Year.

Hoffman’s hunting pursuits began with ringnecks and whitetails. But his never-ending quest for adventure takes viewers on a globe-trotting tour of fascinating destinations as he tracks down a variety of species from bottomland squirrels to African Cape buffalo.

“Nick’s Wild Ride” airs on the Outdoor Channel Friday nights at 7:30 p.m. EST beginning in July 2016. The show’s trailer, featuring country legend Charlie Daniels, can be viewed at: <https://www.youtube.com/watch?v=oRqGNfPyQh0&feature=youtu.be>

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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