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Federal Premium Launches New Online Merchandise Store

ANOKA, Minnesota – May 13, 2016 – A new online merchandise store makes it easier than ever to show pride in Federal Premium and the shooting sports. Order everything from logoed merchandise and educational materials to range gear and other accessories.

To visit Federal Premium's store and pull the trigger on great deals sure to fuel your shooting passion, go to <https://store.federalpremium.com/FederalPremium/catalog>.

On the apparel front, the legendary ammunition maker's digital store offers diehard shooting fans one-stop shopping for the latest in fashionable attire tailored to everyday wear and life on the firing line.

Selections include a full lineup of men's and women's t-shirts, sweatshirts and hoodies sporting iconic logos such as Federal Premium, Fusion, Black Cloud and American Eagle's new and innovative range ammunition, Syntech. New designs and products are added frequently, so shoppers are encouraged to check back often.

The new online store is also flush with must-have headwear and range gear including beanies, shooting caps and blinders, trap and skeet scorecards, embroidered patches and more.

"We're excited to expand our offering of branded merchandise online with new apparel designs," says Ammunition Marketing Director Jason Nash. "It's now easier than ever to sport your Shokwave."

Educational offerings aimed at helping teach others about hunting and shooting include posters, ballistics brochures, wildlife pamphlets and instructional DVDs covering ammunition, firearms safety and various shooting disciplines.

The site features a mobile-enabled and intuitive layout. It also offers multiple shipping options and allows shoppers to either sign in as guests for quick checkouts or enter and save their information for future visits.

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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