



Contact: JJ Reich
Communications Manager
Firearms and Ammunition
(763) 323-3862

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Federal Premium to Host Shooting Sports Celebrities at 2016 SHOT Show

ANOKA, Minnesota – January 14, 2016 – Federal Premium® Ammunition is pleased to invite attendees of the 2016 SHOT Show to the Vista Outdoor booth (#14551) in Las Vegas, January 19-22. Show attendees will have the opportunity to meet professional shooter Julie Golob, famed online personality Hickok45 and the “MeatEater” Steven Rinella. In addition, Federal Premium’s sister company, CCI® Ammunition, is also pleased to host Troy, Jacob and Chase Landry.

Golob is a world champion shooter and author with a passion for the outdoors. She is the first and only shooter, male or female, to win a national title in all six USPSA divisions, and was the first woman to earn a Triple Crown at the USPSA Nationals. Golob will host product demonstrations from 10-11 a.m. on Tuesday and Wednesday, January 19-20.

With more than 1.7 million subscribers to his YouTube channel and his popularity continuing to soar, Federal Premium and CCI ambassador Hickok45 is sure to draw a crowd when he signs autographs at the booth on Wednesday, January 20, from 9 a.m. to 10 a.m. and again at 12-1 p.m.

Steven Rinella is an avid outdoorsman, advocate for the hunting lifestyle, author and television host of MeatEater, one of the top-rated shows on Sportsman Channel, presented by Federal Premium. Rinella will host a podcast and question-and-answer session on Tuesday, January 19, from 12-1 p.m.

Every September, Troy Landry along with sons Jacob and Chase take to the Louisiana swamps to hunt during the wild alligator season. Besides providing table-fare for the family, the “King of the Swamp” title is at stake and always on their minds. The Landrys will sign autographs from 2-3 p.m. on Tuesday, January 19. In addition, they will discuss what it takes to hunt the toothy gators in question-and-answer sessions on Wednesday, January 20, from 2-3 p.m., and Thursday, January 21, from 10-11 a.m.

SHOT Show attendees are encouraged to stop by the Vista Outdoor booth (#14551) to visit with these celebrities and learn more about the latest products offered by Federal Premium and CCI.

Federal Premium and CCI are brands of Vista Outdoor Inc., an outdoor sports and recreation company. For more information, go to www.federalpremium.com and www.cci-ammunition.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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