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Federal Premium Wins Telly Award for Short Film

ANOKA, Minnesota – April 11, 2016 – Federal Premium Ammunition was recently awarded a Telly Award for its short film “Doc – Collecting a Legacy,” featuring the amazing story of David “Doc” Frederickson, the company’s honorary historian. The short film achieved a bronze award in the Promotional Branding category.

The film highlights Frederickson’s amazing collection of historical ammunition, packaging and memorabilia. This collection captures nearly all of Federal’s landmark achievements spanning the company’s deep and rich history.

“This award highlights the outstanding reputation of our brand as a market leader,” said Jason Nash, Federal Premium Ammunition Marketing Director. “The Federal Premium brand resonates with our customers for having a long history of quality and performance in any shooting discipline. But the fact that it highlights the life of Doc Frederickson – who is a fixture of our heritage, part of our culture and a member of the Federal Premium family – is what makes me most proud.”

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. Its 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.

The award-winning short film of Frederickson’s amazing story can be viewed at: http://www.federalpremium.com/premium_moments/doc.aspx.

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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