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FOR IMMEDIATE RELEASE

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Savage Arms to Host Shooting Sports Celebrities at 2016 SHOT Show

SUFFIELD, Connecticut – January 14, 2016 – Savage Arms will host a variety of shooting sports celebrities in the Vista Outdoor booth (#14551) at the 2016 SHOT Show in Las Vegas, January 19-22. Show attendees will have the opportunity to meet the “MeatEater” Steven Rinella. Mike Stroff of the Savage Outdoors TV Team, as well as Troy, Jacob and Chase Landry will also be on hand throughout the show to meet fans, sign autographs and answer questions.

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

Mike Stroff travels North America chasing trophy whitetails in South Texas, bull elk in the Rocky Mountains and more. Stroff will give hunting tips and discuss his experiences and favorite products during a question-and-answer session from 4-5 p.m. on Tuesday, January 19.

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 their favorite celebrities and learn more about the latest products offered by Savage Arms.

Savage Arms™ is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. To learn more about Savage Arms, visit www.savagearms.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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