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FOR IMMEDIATE RELEASE

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## **Federal Premium Introduces Hi-Bird Upland Shotshells**

**ANOKA, Minnesota – May 15, 2017** – Federal Premium Ammunition is proud to announce its new Hi-Bird shotshell, which combines speed, hard-hitting pellets and a specialized wad to fold the highest doves, crows and pigeons, as well as pheasants and the most challenging upland birds. Shipments are currently being delivered to dealers.

The powerful Hi-Bird load's two-piece wad features SoftCell technology to decrease perceived recoil and produce more consistent long-range patterns. Plus, its lead shot is engineered for the optimum blend of hardness and density. The result is dense long-range patterns with more energy.

### **Features & Benefits**

- High-power 12-gauge loads maximize long-range lethality on pigeons, doves and upland game
- Two-piece wad features SoftCell technology to decrease perceived recoil and produce better, more consistent long-range patterns
- Lead shot is engineered for the optimum blend of hardness and density for even patterns and more downrange energy
- Perfect for the field or competition

### **Part No. / Description / MSRP**

HVF12H 6 / 12 gauge, 2 ¾-inch, 1 1/4-ounce, 6 shot, 1,330 fps, Hi-Bird / \$12.95  
HVF12H 7.5 / 12 gauge, 2 ¾-inch, 1 1/4-ounce, 7.5 shot, 1,330 fps, Hi-Bird / \$12.95  
HVF12 6 / 12 gauge, 2 ¾-inch, 1 1/8-ounce, 6 shot, 1,275 fps, Hi-Bird / \$10.95  
HVF12 7.5 / 12 gauge, 2 ¾-inch, 1 1/8-ounce, 7.5 shot, 1,275 fps, Hi-Bird / \$10.95  
HVF12 8 / 12 gauge, 2 ¾-inch, 1 1/8-ounce, 8 shot, 1,275 fps, Hi-Bird / \$10.95

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](http://www.federalpremium.com).

## **About Vista Outdoor**

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, and Europe. For news and information, visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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