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Federal Launches 13 Options in Its New Non-Typical Deer Hunting Ammunition Lineup

ANOKA, Minnesota — July 24, 2017 — Federal Ammunition is pleased to announce its launch of Non-Typical, a full line of ammunition specifically built for the American deer hunter. The competitively priced rifle loads are available in 13 popular hunting cartridges and bullet weight options, including a 140-grain 6.5 Creedmoor. Shipments of this new ammunition are being delivered to dealers.

New Federal Non-Typical uses an optimized soft-point bullet with a concentric jacket to provide tag-punching accuracy and consistent, lethal wound channels on any whitetail, mule deer or other species.

Features & Benefits

- Accurate, hard-hitting bullet design
- Loaded to meet the specific needs of deer hunters
- Consistent Federal primer
- Precision-drawn Federal brass

Part No. / Description / MSRP

243DT100 / 243 Win. 100-grain soft point / \$21.95
270DT130 / 270 Win. 130-grain soft point / \$21.95
270DT150 / 270 Win. 150-grain soft point / \$21.95
3030DT150 / 30-30 Win. 150-grain soft point / \$19.95
3030DT170 / 30-30 Win. 170-grain soft point / \$19.95
308DT150 / 308 Win. 150-grain soft point / \$21.95
308DT180 / 308 Win. 180-grain soft point / \$21.95
3006DT150 / 30-06 Spring. 150-grain soft point / \$21.95
3006DT180 / 30-06 Spring. 180-grain soft point / \$21.95
7RDT150 / 7mm Rem. Mag. 150-grain soft point / \$27.95
300WDT150 / 300 Win. Mag. 150-grain soft point / \$27.95
300WDT180 / 300 Win. Mag. 180-grain soft point / \$27.95
65CDT1 / 6.5 Creedmoor 140-grain soft point / \$21.95

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.

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 or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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