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FOR IMMEDIATE RELEASE

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## **Federal Adds 300 Win. Magnum and 300 WSM Loads to Hard-Hitting, Power-Shok All Copper Lineup**

**ANOKA, Minnesota – July 13, 2017** – Federal Ammunition is proud to add a pair of new options to its popular Power-Shok Copper lineup, which provides hunters the same freezer-filling consistency of original Power-Shok loads with a non-lead bullet. New 180-grain 300 Win. Short Magnum and 180-grain 300 Win. Magnum rounds join existing 243 Win., 270 Win., 308 Win. and 30-06 Spring. Power-Shok Copper offerings. Shipments of the new loads are currently being delivered to dealers.

The loads' accurate, hollow-point copper projectile creates large wound channels, and the Catalyst lead-free primer provides the most efficient and reliable ignition possible.

### Features & Benefits

- New 300 Win. Short Magnum and 300 Win. Magnum loads
- Lead-free copper bullet construction
- Hollow-point design expands consistently
- Accurate, reliable performance
- Large wound channels and efficient energy transfer to the target
- Federal brass
- Catalyst lead-free primer provides the most efficient ignition

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

300WSM180LFA / 300 Win. Short Magnum 180-grain copper / \$45.95

300W180LFA / 300 Win. Magnum 180-grain copper / \$39.95

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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