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FOR IMMEDIATE RELEASE

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Savage Arms to Host Shooting Sports Celebrities at 2017 SHOT Show

SUFFIELD, Connecticut – January 11, 2017 – Savage Arms will host a trio of shooting sports celebrities in the Vista Outdoor booth (14551) at the 2017 SHOT Show in Las Vegas, January 17-20. Attendees will have the opportunity to meet the “MeatEater” Steven Rinella, along with Troy and Jacob Landry, from the “Swamp People” series on History.

Rinella is an avid outdoorsman, advocate for the hunting lifestyle, noted author and host of the Sportsman Channel’s top-rated television show, “MeatEater,” presented by Federal Premium. Rinella will host a question-and-answer session on Tuesday, January 17, from 12-3 p.m.

Troy and Jacob Landry will sign autographs from 3-4 p.m. on Wednesday, January 18 and return to the booth to discuss the wild world of Louisiana alligator hunting in a question-and-answer session from 3-4 p.m. on Thursday, January 19.

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 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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