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FOR IMMEDIATE RELEASE

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Savage Arms to Host Shooting Sports Celebrities at 2017 NRA Annual Meetings and Exhibits Show

SUFFIELD, Connecticut – April 20, 2017 – Savage Arms invites attendees of the 2017 NRA Meetings & Exhibits Show to the Vista Outdoor booth, No. 2542, to meet shooting sports celebrities Brian “Pigman” Quaca, Patrick Kelley, Maj. John Plaster, plus Troy and Jacob Landry. The event runs April 27-30 in Atlanta, Georgia.

Quaca is a precision marksman, prolific hog hunter and host of the Sportsman Channel’s popular “Pigman” series. He will host a question-and-answer session at 2 p.m. on Friday, April 28.

Kelley is a champion competitive shooter, instructor and author. He is also a color commentator for “3-Gun Nation” television. Kelley will host a Savage MSR product demonstration followed by a question-and-answer session from 3:30-4:30 p.m. on Friday, April 28 and from noon to 1 p.m. on Sunday, April 30.

Retired U.S. Army Special Forces officer Maj. John Plaster has a lifetime of shooting, combat, hunting and sniper instruction experience. He will be in the Vista Outdoor Booth from noon to 12:30 p.m. on Friday, April 28.

Troy and Jacob Landry will sign autographs from 2-3 p.m. on Saturday, April 29 and return to the booth to discuss the wild world of Louisiana alligator hunting in a question-and-answer session from 2-3 p.m. on Sunday, April 30.

NRA show attendees are encouraged to stop by the Vista Outdoor booth to visit with their favorite celebrities and learn more about Savage Arms’ latest products.

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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