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## **Speer Launches New Dynamic Website with a Full Suite of Multi-Device Enhancements**

**LEWISTON, Idaho – November 2, 2017** – Speer is pleased to announce the launch of its new website, [www.speer-ammo.com](http://www.speer-ammo.com). The totally redesigned site offers a wealth of information on the brand's proven lineup of loaded ammunition and component bullets, plus a complete library of reloading data, all in a user-friendly format optimized for easy navigation with any device.

The new site lets visitors search by product number or filter by usage and attributes. This allows quick access to comprehensive details on each of Speer's 238 SKUs, including its legendary lineup of Gold Dot ammunition, the No. 1 choice of law enforcement. Enhanced product detail pages include product and packaging images as additional context.

Sections geared to reloading, protection and training, and law enforcement further speed the search for load data, performance specifications and more.

The dynamic and extremely detailed reloading section lets consumers choose their cartridge and easily filter by attributes such as bullet weight and charge to find the exact recipe to produce the performance they desire. Reloaders will also appreciate the extensive education section, which includes a glossary of terms, step-by-step guide to getting started, and an expanded FAQ section.

### **Speer-ammo.com Highlights**

- User-friendly design optimized for easy navigation with all devices
- Detailed product data on each of Speer's 238 SKUs
- Search by product number or filter by use and attributes
- Complete library of reloading data and recipes
- Special section devoted to safety information
- Speer Gear store with Speer-branded attire
- Links to informative YouTube product videos

Speer is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Speer, go to [www.speer-ammo.com](http://www.speer-ammo.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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