



Contact: JJ Reich
Communications Manager
Firearms and Ammunition
(763) 323-3862

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Alliant Powder Will Launch Two Improved Reloading Propellants at the 2018 SHOT Show

ANOKA, Minnesota – January 10, 2018 – Alliant Powder, a leading manufacturer of smokeless propellant, will launch improved Red Dot and Green Dot reloading powders during the 2018 SHOT Show (Booth No. 14551), January 23-26 at the Sands Expo Center in Las Vegas, Nevada.

Improved Alliant Powder Red Dot now burns significantly cleaner and offers better flow characteristics with the same clay-crushing performance the world's best shooters have trusted since 1932. Red Dot is optimized for 12-gauge target loads, offers Alliant Powder's legendary lot-to-lot consistency and is proudly made in America.

Enhanced Green Dot is optimized for handicap trap loads, yet versatile enough for a variety of target and field applications. It also offers Alliant Powder's lot-to-lot consistency and is made in the U.S.A. The improved formulation burns much cleaner, with precise burn rates that produce dense, uniform patterns, as well as less felt recoil.

"Alliant Powder offers shooters even more consistent and cleaner-burning performance with the release of these improved products," said Brian Anderson, Senior Marketing Manager for Alliant Powder. "The original high-performance clay target powders just got even better."

Both Red Dot and Green Dot will be available in three container sizes; 1-, 4- and 8-pound bottles.

Alliant Powder is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information and load data, visit www.alliantpowder.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.