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FOR IMMEDIATE RELEASE

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Alliant Powder Releases Improved Red Dot

RADFORD, Virginia – March 29, 2018 – The original high-performance clay target powder just got even better. Alliant Powder, a leading manufacturer of smokeless propellant, offers clay target shooters a consistent, clean-burning option with the release of improved Red Dot. Shipments of are being delivered to dealers.

Improved 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. It is optimized for 12-gauge target loads, offers Alliant Powder's legendary lot-to-lot consistency and is proudly made in the U.S.A.

Features & Benefits

- Improved clean-burning formulation
- Significantly less fouling
- Better flow characteristics
- Optimized for 12-gauge target loads
- Excellent lot-to-lot consistency
- Made in the U.S.A.

Part No. / Description / MSRP

150602 / Red Dot 1-pound bottle / \$24.99

150604 / Red Dot 4-pound bottle / \$89.99

150603 / Red Dot 8-pound canister / \$169.99

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.

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