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FOR IMMEDIATE RELEASE

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CCI Ammunition Will Launch Two New Rimfire Loads at the 2018 SHOT Show

ANOKA, Minnesota – January 11, 2018 – CCI Ammunition is pleased to announce two new rimfire hunting loads during the 2018 SHOT Show (Booth No. 14551), January 23-26 at the Sands Expo Center in Las Vegas, Nevada. The newest loads are Mini-Mag 22 LR 40-grain Segmented Hollow Point and 17 HMR 17-grain VNT Tipped.

Mini-Mag remains one of CCI's most popular product lines, offering unbeatable accuracy, high velocities, flat trajectories and superior reliability. The new 22 LR Mini-Mag Segmented Hollow Point combines all of what made the original a favorite with a 40-grain bullet engineered to split into three equal-size parts on impact, creating three distinct wound channels that quickly take down small game and varmints. It also features CCI's extremely reliable priming and specialized powders for clean, consistent ignition. Shipments of this ammunition are being delivered to dealers.

New 17 HMR VNT. Its 17-grain Speer bullet features an extremely thin jacket and polymer tip that team up to offer flat trajectories, superb long-range accuracy and explosive terminal performance on impact. It's the perfect combination for hunting varmints or shooting at the range.

"Shooters can now devastate varmints or drill targets with these new products," said Brian Anderson, Senior Marketing Manager for CCI. "We know our customers will be pleased with both options."

Mini-Mag 22 LR 40-grain Segmented Hollow Point is available in 100-count packs and 17 HMR 17-grain VNT Tipped are 50-count packs.

CCI is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on CCI Ammunition, go to www.cci-ammunition.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.