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FOR IMMEDIATE RELEASE

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CCI Adds to Mini-Mag Product Line with Segmented Hollow Point

LEWISTON, Idaho – March 13, 2018 – CCI Ammunition is pleased to announce an addition to its popular Mini-Mag rimfire product line. New Mini-Mag Segmented Hollow Point combines all of what made the original a favorite with a bullet engineered to split into three equal-size parts on impact, creating three distinct wound channels that quickly take down small game and varmints. Shipments are being delivered to dealers.

Mini-Mag remains one of CCI's most popular 22 LR lines, offering unbeatable accuracy, high velocities, flat trajectories and superior reliability. New Mini-Mag Segmented Hollow Point also features CCI's extremely reliable priming and specialized powders for clean, consistent ignition.

Features & Benefits

- Segmented Hollow Point bullet
- Bullet design splits into three equal size parts on impact
- Flat shooting and highly accurate to maximize effective range
- Reliable feeding
- Clean-burning powder causes significantly less barrel fouling
- Consistent CCI priming

Part No. / Description / MSRP

36CC / Mini-Mag 22 LR 40-grain SHP / \$9.95

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.

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