



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

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Federal American Eagle Recognized as Today's Top Rifle Ammunition Brand

ANOKA, Minnesota – May 11, 2018 – A recent report conducted by Southwick Associates identifies the top rifle ammunition brand in today's current marketplace as Federal Ammunition's American Eagle brand. These results were tallied when HunterSurvey.com and ShooterSurvey.com surveyed more than 30,000 anglers, hunters and recreational shooters.

More than 150 hunting/shooting and fishing products were examined in Southwick's new annual market reports. These in-depth resources illustrate shopping behaviors, such as where they buy, brand preferences to products purchased and amount spent. Learn more at: www.southwickassociates.com.

"We are product to be recognized by this report," said Federal Premium Centerfire Rifle Product Director Mike Holm. "American Eagle rifle ammunition offers consistent, accurate performance at a price that's perfect for all types of recreational shooting. The full product line is a long list of many different calibers, bullet weights, bullet types and more, offering an impressive range of options to all kinds of customers."

Federal American Eagle's already expansive ammunition line has grown for 2018, adding three more of the most popular calibers on the market, including the all-new, Federal Premium-designed 224 Valkyrie, as well as 6.5 Creedmoor and 223 Rem. All feature quality bullets, reloadable brass cases and dependable primers.

Part No. / Description / MSRP

AE223T75 / 223 Rem. 75-grain FMJ, 20-count box / \$12.95

AE224VLK1 / 224 Valkyrie 75-grain FMJ, 20-count box / \$13.95

AE65CRD2 / 6.5 Creedmoor 120-grain BTHP, 20-count box / \$26.95

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Federal Premium, go to www.federalpremium.com.

About Vista Outdoor Inc.

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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