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Federal Premium Ammunition Rejoins National Association of Sporting Goods Wholesalers

ANOKA, Minnesota – April 10, 2018 – Federal Premium Ammunition is pleased to announce the company has renewed its membership in the National Association of Sporting Goods Wholesalers (NASGW) and will attend the group’s 2018 Expo and Annual Meeting October 16-19 at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania.

“Our commitment to NASGW supports the association’s mission to unite shooting sports industry members in promoting their common interests and strengthening the supply chain that delivers high-quality ammunition, firearms, optics and accessories to consumers,” said Jim Bruno, Federal Premium’s Senior Vice President of Ammunition Sales.

Incorporated in 1954, NASGW organizes and sponsors the Expo and Annual Meeting which provides educational, marketing and communications opportunities for hunting and shooting sports wholesalers, manufacturers and sales professionals. The association also encourages high standards of manufacturing and merchandising, distributes information critical to industry members, and serves as a liaison with other trade, advocacy and firearms rights organizations. For details, visit: www.nasgw.org.

“We look forward to productive meetings with our wholesale customers at the upcoming Expo,” Bruno continued. “The show allows Federal Premium to work with our customers to plan 2019 marketing campaigns, present new products and devise creative selling strategies to reinforce and expand our share of a competitive market. Ultimately, these collaborative efforts provide end users with the best products, services and shooting experiences possible.”

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

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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