



FOR IMMEDIATE RELEASE

Rimfire King CCI Unveils New Logo, Packaging

LEWISTON, Idaho – January 10, 2019 – CCI's unmatched quality has created legions of followers for decades, but the industry leader in rimfire ammunition is moving forward into 2019 with several new initiatives.

For starters, CCI customers can look forward to a new company logo.

"To update the current and extremely recognizable CCI logo, we incorporated several subtle design elements that impart a more modern, stylized look without departing from the established brand identity," CCI President Jason Vanderbrink said. "Rather than the current three simple capital letters, we are moving to sligher thicker letters in an italic font."

The logo change occurred because CCI realized its customer base was changing.

"The CCI logo was solid, but it no longer reflected the changing demographics of our customer base," Vanderbrink said. "We have a lot of new customers, many of whom are younger and more active. We felt the new logo should reflect that change."

That realization has also spurred changes to the packaging. With CCI's previous packaging, customers had to pick up the box and read the fine print to see what they had. No more.

"Now we've got some animation and some character to it," Vanderbrink said. "They'll see product name graphics, such as Stinger or Green Tag icons, which quickly and clearly identify them. The new packaging helps CCI really stand out."

CCI started because its founders believed they could build better products, and that remains the company's driving force — even as it moves into a new year with a fresh, modern logo and more functional packaging.

The iconic brand will have their new logo and new packaging samples on display in Booth No. 14551 at the 2019 SHOT Show, January 22-25 at the Sands Expo Center in Las Vegas, Nevada.

For more information on CCI Ammunition, visit www.cci-ammunition.com.

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About CCI Ammunition

Federal, headquartered in Lewiston, Idaho, is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. CCI began in 1951 as Cascade Cartridges Inc., founded by Dick Speer, a machinist at Boeing. Speer's younger brother, Vernon, had founded Speer Bullets, and he convinced Dick Speer there was a future in selling reloading components. A shortage of brass for cases derailed the original plan, so Dick Speer went into the component primer business, and his non-corrosive, non-mercuric formulas for primers caught on. Currently, CCI operates three facilities with its sister company, Speer, with more than 350,000 square feet of manufacturing space run by about 1,100 employees.

CCI is part of Vista Outdoor Inc., an outdoor sports and recreation corporation. For news and information on Vista Outdoor Inc., visit www.vistaoutdoor.com.

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