



FOR IMMEDIATE RELEASE

Federal Adds New Trophy Copper 280 Ackley Improved to Its Exclusive MeatEater Rifle Ammunition Lineup

ANOKA, Minnesota – June 4, 2020 – Extract maximum performance from your favorite cartridge with Federal Premium Trophy Copper, the freezer-filler rifle ammunition of MeatEater's Steven Rinella. Nineteen cartridge options are available in the Trophy Copper product line. Options span from 223 Rem. and 243 Win. to 300 Win. Magnum and 338 Lapua Magnum. New for 2020, is the flat-shooting 280 Ackley Improved cartridge. The new 140-grain load delivers the accuracy and expansion the product line is known for, yet produces limited, manageable recoil. Shipments of this product have begun to arrive at dealers.

MeatEater is a media company and lifestyle brand founded by renowned outdoorsman, TV and podcast host, and conservationist Steven Rinella. MeatEater's passionate fan base is already well acquainted with the field to table ethos that is at the center of the brand's content, from podcasts and TV to articles and social media. To match that core value, every centerfire box of MeatEater ammunition will include a favorite recipe from MeatEater's experienced kitchen.

"I've used Federal Ammunition for most of my life because it's the best on the market," said Steven Rinella. "Our whole team is excited to be partnering with the brand we depend on for quality and consistency in the field, which leads to quality and consistency in the meals we share with our families."

Trophy Copper loads provide pinpoint accuracy and aggressive expansion, yet the copper, polymer-tipped bullet retains up to 99 percent of its weight for deep penetration on a wide range of medium and big game.

Features & Benefits

- New 140-grain 280 Ackley Improved load offers long-range accuracy, manageable recoil and ample power
- Official ammunition of MeatEater, with new packaging that highlights this partnership
- Copper bullet construction provides up to 99 percent weight retention for the deepest penetration in an expanding bullet
- Tipped bullet cavity is optimized for expansion across a broad velocity range
- Grooved bullet shank for increased accuracy across a wide range of firearms

- Polymer tip and boat-tail design increase the ballistic coefficient for higher downrange velocity, energy and less bullet drop

Part No. / Description / MSRP

P280AITC1 / 280 Ackley Imp 140-grain Trophy Copper, 2,930 fps, .489 BC, 20-count / \$63.99

Federal ammunition can be found at dealers nationwide or purchased online direct from Federal. For more information on all products from Federal or to shop online, visit www.federalpremium.com.

Press Release Contact: JJ Reich

Senior Manager – Press Relations

E-mail: VistaPressroom@VistaOutdoor.com

About Federal Ammunition

Federal, headquartered in Anoka, MN, is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. Beginning in 1922, founding president, Charles L. Horn, paved the way for our success. Today, Federal carries on Horn's vision for quality products and service with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day we manufacture products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. We offer thousands of options in our Federal Premium and Federal® lines-it's what makes us the most complete ammunition company in the business and provides our customers with a choice no matter their pursuit.