



FOR IMMEDIATE RELEASE

Federal Sponsors “The Maverick” on Sportsman Channel

ANOKA, Minnesota – March 24, 2022 – Federal Ammunition announces a partnership with The Maverick television show featuring charismatic host Freddy Harteis. The reality hunting series features the people who have inspired Freddy’s hunting passion, business, and family. Freddy labels these influencers as “mavericks” within the episodes and puts the spotlight on the positive impact these “mavericks” have on the lives of others.

“Federal is excited to welcome Freddy Harteis and his show ‘The Maverick’ to our hunting television sponsorships,” stated Brian Kelvington, Director, Media. “Freddy’s enthusiasm for what he does is reflected in the entertaining, educational, and compelling programs he produces for enthusiasts to watch and learn.”

“As the Maverick, I love working alongside brands that encompass tradition and legacy,” commented show host Freddy Harteis. “With over 100 years of innovation, Federal has become the benchmark of our industry. No matter where my adventures take me, I know I am in good hands with Federal in my chamber.”

Watch Freddy Harteis on “The Maverick” put Federal products to use as he chases deer, turkey, elk, and a variety of small game from his Colorado ranch and throughout the world on Sportsman Channel. Check local listings for days and times to tune into “The Maverick”.

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.

###