



FOR IMMEDIATE RELEASE

## **Vanderbrink Promoted to CEO of Sporting Products at Vista Outdoor**

**ANOKA, Minnesota – April 11, 2023** – Vista Outdoor Inc. (NYSE: VSTO), the parent company of 41 renowned brands that design, manufacture and market sporting and outdoor products to consumers around the globe, announced the promotion of Jason Vanderbrink to CEO of Sporting Products, effective immediately. Vanderbrink, a respected industry veteran, has been with the company since 2005 and has held many senior positions during his tenure including Senior Vice President of Sales and President of Sporting Products.

“Jason and his team have significantly expanded the size of the ammunition business, revived Remington and built a culture of conservation and service. Jason’s promotion is a testament to our future confidence in the business, and I’m excited for Jason to take a larger role in the near term and ultimately lead an independent company later this year,” states Vista Outdoor Interim CEO Gary McArthur.

“I am excited to continue to lead the ammunition business as we are about to chart our own course as a stand-alone company,” states Jason Vanderbrink. “We have a great team of dedicated employees throughout the organization with an unmatched focus on building, selling, and marketing the best American made ammunition,” continued Vanderbrink. “The needs of our customers are our number one priority whether it be hunting, target shooting, personal protection, or law enforcement.”

Under the leadership of Vanderbrink, Vista Outdoor has successfully acquired and integrated Remington Ammunition and HEVI-Shot to complement existing legacy brands, including Federal Ammunition, CCI, Speer, and Alliant Powder. Elevating the consumer experience is also a driver for Vanderbrink, and under his leadership, innovations such as Federal’s superior performing Terminal Ascent hunting bullet and new cartridges like Federal’s 30 Super Carry and Remington’s new 360 Buckhammer are revolutionizing their respective markets. Vanderbrink earned his bachelor's degree from Saginaw Valley State University and his master's degree from Missouri State University along with completing the advanced management and leadership program at Oxford University.

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