



NationWide Digital Monitoring Co. Partners with Smith & Wesson To Deliver Innovative Security Services Program

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Exclusive Licensing Agreement Equips Security System Dealers With Smith & Wesson Brand Electronic Alarm Products

SPRINGFIELD, Mass., May 1 /PRNewswire-FirstCall/ -- Smith & Wesson Holding Corporation (Nasdaq: SWHC), parent company of Smith & Wesson Corp., the legendary 156-year old company in the global business of safety, security, protection and sport, announced today that it has entered into an exclusive licensing agreement with NationWide Digital Monitoring Co., Inc., a division of New York Merchants Protective Co., Inc., and a premier provider of security system products and services.

Under the agreement, NationWide Digital Monitoring Co., the wholesale monitoring division of New York Merchants Protective Co., Inc., will develop an authorized Smith & Wesson Security Services program, which it plans to market to select security dealers in North America beginning in 2009. The program will provide security dealers access to both wireless and hardwired professional grade electronic security products, branded with the Smith & Wesson name and logo, along with dedicated monitoring services. Each system will be available in multiple price and feature packages, allowing for applications in both residential and commercial environments.

"We're excited to partner with Smith & Wesson, a historic company and an iconic brand name, to offer a truly unique product assortment to security dealers nationwide," said Wayne Wahrsager, President of NationWide Digital Monitoring. "Our initiative combines two nationally recognized names in the business of security. By teaming up under this licensing agreement, we provide dealers the opportunity to deliver products and services distinguished by trusted brand names that stand for first-rate quality, reliability and safety."

NationWide Digital Monitoring will receive exclusive rights to use the Smith & Wesson name and logo to market its alarm dealer program in the United States, Canada and Mexico. Through a select group of dealers, both residential and commercial end users will receive access to the new Smith & Wesson brand products, as well as access to exclusive alarm monitoring services from the Smith & Wesson NationWide Monitoring Center in New York. The program will allow both the alarm dealers and the subscribers to access services and features that will not be readily available to the general public or alarm dealers outside the Smith & Wesson Security Services network.

Michael F. Golden, President & CEO of Smith & Wesson, said, "We are excited about our new licensing agreement with NationWide Digital and the entry of our brand name into the market for security products and services. We selected NationWide Digital because of its innovative system design and its access to and reputation with an extensive nationwide dealer network. For well over 100 years, NationWide's parent company, New York Merchants Protective Co., and Smith & Wesson, have both stood for safety and security in the eyes of consumers and professionals. Expanding on our own dedication to personal safety and protection, the Smith & Wesson Security Services program will bring the best in security offerings to dealers and their customers."

Under the Smith & Wesson Security Services program, dealers will utilize a full portfolio of marketing materials including brochures, videos, print ads and TV advertising. Web sites explaining the program to both dealers and end users will also be available.

About NationWide Digital Monitoring Co., Inc.

NationWide Digital Monitoring Co., Inc. provides premier central station monitoring services to security dealers, businesses and residential properties across North America. A division of New York Merchants Protective Co., Inc., NationWide Digital has been offering the latest innovations to the security industry since 1979. Comprehensive services include 24/7 customized monitoring, closed-circuit TV systems, environmental control monitoring and industrial process monitoring, among many others. The company operates its own UL-listed National Industrial Monitoring Center and has been certified as a "Five Diamond Central Station" by the Central Station Alarm Association. For more information on NationWide Digital or New York Merchants Protective Co, Inc. call (888) NYMP-911 or log on to <http://www.nympc.com>.

About Smith & Wesson

Smith & Wesson Holding Corporation, a global leader in safety, security, protection and sport, is parent company to Smith & Wesson Corp., one of the world's largest manufacturers of quality firearms and firearm safety/security products and parent company to Thompson/Center Arms, Inc., a premier designer and manufacturer of premium hunting rifles, black powder rifles, interchangeable firearms systems and accessories under the Thompson/Center brand. Smith & Wesson licenses shooter protection, knives, apparel, and other accessory lines. Smith & Wesson is based in Springfield, Massachusetts with manufacturing facilities in Springfield, Houlton, Maine, and Rochester, New Hampshire. The Smith & Wesson Academy is America's longest running firearms training facility for law enforcement, military and security professionals. For more information on Smith & Wesson, call (800) 331-0852 or log on to <http://www.smith-wesson.com>. For more information on Thompson/Center Arms, log on to <http://www.tcarms.com>.

Safe Harbor Statement

Certain statements contained in this document may be deemed to be forward-looking statements under federal securities laws, and Smith & Wesson intends that such forward-looking statements be subject to the safe-harbor created thereby. Forward-looking statements include the development, nature, components, operation, marketing, and success of the security products and services. The Company cautions that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by the forward-looking statements contained herein. Such factors include the ability to manufacture and develop the products and services within required quality standards; market demand for the products; as well as other risks as identified from time to time in the Company's SEC reports, including Quarterly Reports on Form 10-Q, Current Reports on Form 8-K, and Annual Reports on Form 10-K.

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