



Smith & Wesson Holding Corporation Expands Executive Leadership Team

April 11, 2016

- **New Appointments Support Multi-Division Organizational Structure and Long-Term Growth Strategy**
- **Matt Buckingham Joins Company as President, Firearms Division**
- **Mark Smith Promoted to President, Manufacturing Services Division**

SPRINGFIELD, Mass., April 11, 2016 /PRNewswire/ -- **Smith & Wesson Holding Corporation** (NASDAQ Global Select: SWHC), a leading provider of quality products for the shooting and outdoor enthusiast, today announced that it has expanded its executive leadership team with two new appointments and established an organizational structure designed to support the company's long-term growth strategy in the firearms, accessories, and rugged outdoor markets.



Smith & Wesson®

Smith & Wesson currently has two divisions – the Firearms Division and the Accessories Division. This multi-divisional structure has now been expanded with the creation of the Manufacturing Services Division, which will provide services to the Firearms and Accessories Divisions as well as any new divisions the company may establish in the future. With this structure in place, Smith & Wesson announced that Matt Buckingham will join the company as President of the Firearms Division and that Mark Smith has been promoted to President of the Manufacturing Services Division.

James Debney, Smith & Wesson Holding Corporation President and Chief Executive Officer, said, "Since I became CEO in late 2011, our focus has centered on expanding our leadership position in the market for consumer and professional firearms. As we continued to deliver on that objective, we also maintained our plans to expand, when the time was right, into other related markets, such as the rugged outdoor market, which we believe resonates strongly with our core firearm consumer. Our highly accretive acquisition of Battenfeld Technologies, Inc. (BTI) in December 2014 turned those intentions into reality, establishing our Accessories Division and providing our entry into the firearm-related and outdoor lifestyle accessories business. We believe that our vision, combined with the new organizational structure we are formalizing today, positions us well for future organic and inorganic growth. Matt Buckingham and Mark Smith are accomplished executives within our industry. Their leadership, along with Jim Gianladis, President of our Accessories Division, provides us with a foundation and structure well-suited for future growth. As we continue to explore opportunities in the rugged outdoor market, we remain passionate about innovating and expanding our offerings for our firearms consumers who have made our brands the most respected and recognized names in our industry."

Matt Buckingham has been named to the newly created role of President of the Firearms Division. He joins Smith & Wesson from Brownells Inc., an industry-leader and global provider of firearms parts and accessories. He joined Brownells in 2004 and most recently served as President and Chief Operating Officer, a role in which he oversaw the development and implementation of the company's strategic objectives, and the execution of its day-to-day operations. While at Brownells, Buckingham established a track record of delivering organic and inorganic growth in both sales and brands while demonstrating his ability to build a strong leadership team. Prior to joining Brownells, Buckingham held a variety of increasingly responsible management roles with Pella Corporation, a large manufacturer of windows and doors recognized for its quality, customer service, and manufacturing excellence.

Mark Smith has been promoted to the newly created role of President of the Manufacturing Services Division. Smith joined Smith & Wesson in 2010 as Vice President of Supply Chain and since 2011 has served as Vice President of Manufacturing and Supply Chain. He has over 17 years of operations and supply chain management experience in leadership roles across a number of industries, from Fortune 500 companies to diversified international corporations. During his tenure, Smith & Wesson has delivered compound annual growth in excess of 9% while optimizing its manufacturing footprint and achieving record level gross margins. Under Smith's leadership, the Manufacturing Services Division will support the company's current Firearms and Accessories Divisions, existing external customers, and any future divisions that the company may establish.

About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a leading provider of quality products for the shooting and outdoor enthusiast, delivering a broad portfolio of quality firearms and hunting and shooting accessories, to the global consumer and professional markets. The company's firearms division brands include Smith & Wesson®, M&P®, and Thompson/Center Arms™. As a leading provider of shooting, reloading, gunsmithing, and gun cleaning supplies, the company's accessories division produces innovative, high-quality products under several brands, including Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, and Hooyman® Premium Tree Saws. The company's manufacturing services division provides forging, machining, and

precision plastic service for outside businesses. Smith & Wesson facilities are located in Massachusetts, Maine, Connecticut, and Missouri. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.

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