



American Outdoor Brands Corp. Completes Previously Announced Acquisition of Bubba Blade™

August 14, 2017

Acquisition Adds Leading Fishing and Hunting Knife Brand

SPRINGFIELD, Mass., Aug. 14, 2017 /PRNewswire/ -- **American Outdoor Brands Corporation** (NASDAQ Global Select: AOBC), a leading manufacturer of firearms and a provider of quality products for the shooting, hunting, and rugged outdoor enthusiast, today announced that on August 11, 2017, its accessories business, Battenfeld Technologies, Inc., completed the purchase of substantially all of the assets of Fish Tales, LLC ("Fish Tales"), a provider of premium sportsman knives and tools for fishing and hunting, including the premium knife brand, Bubba Blade™, for approximately \$12.0 million.



The signing of the definitive purchase agreement for the acquisition was announced on July 12, 2017, and a copy of that announcement is located at: <http://ir.aob.com/phoenix.zhtml?c=90977&p=irol-newsArticle&ID=2286147>

Battenfeld Technologies, Inc. will commence transitioning the business to its facility in Columbia, Missouri.

About American Outdoor Brands Corporation

American Outdoor Brands Corporation (NASDAQ Global Select: AOBC) is a provider of quality products for shooting, hunting, and rugged outdoor enthusiasts in the global consumer and professional markets. The company reports two segments: Firearms and Outdoor Products & Accessories. Firearms manufactures handgun and long gun products sold under the Smith & Wesson®, M&P®, Thompson/Center Arms™, and Gerstech brands as well as provides forging, machining, and precision plastic injection molding services. Outdoor Products & Accessories provides shooting, hunting, and outdoor accessories, including reloading, gunsmithing, and gun cleaning supplies, tree saws, vault accessories, knives, laser sighting systems, tactical lighting products, and survival and camping equipment. Brands in Outdoor Products & Accessories include Smith & Wesson®, M&P®, Thompson/Center Arms™, Crimson Trace®, Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, Hooyman® Premium Tree Saws, BOG POD®, Golden Rod® Moisture Control, Schrade®, Old Timer®, Uncle Henry®, UST™, Imperial™, and Bubba Blade™. For more information American Outdoor Brands Corporation, call (844) 363-5386 or log on to www.aob.com.

Safe Harbor Statement

Certain statements contained in this press release may be deemed to be forward-looking statements under federal securities laws, and we intend that such forward-looking statements be subject to the safe-harbor created thereby. We caution that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include the demand for our products; the state of the U.S. economy; general economic conditions and consumer spending patterns; our anticipated growth and growth opportunities; our ability to increase demand for our products in various markets, including consumer, law enforcement, and military channels, domestically and internationally; the position of our accessories and hunting products in the consumer discretionary marketplace and distribution channel; our penetration rates in new and existing markets; our strategies; our ability to introduce new products; the success of new products; our ability to expand our markets; our ability to integrate acquired businesses in a successful manner; and other risks detailed from time to time in our reports filed with the SEC, including our Annual Report on Form 10-K for the fiscal year ended April 30, 2017.

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