



Smith & Wesson Golf Club Line Debuts at San Diego PGA Merchandise Show

August 1, 2003

SCOTTSDALE, Ariz., Aug 1, 2003 (BUSINESS WIRE) -- Smith & Wesson Holding Corporation (AMEX: SWB), parent company of the legendary 151-year-old handgun maker, Smith & Wesson Corp., today announced that Vadersen Design Group, Inc., designer, manufacturer and distributor of the Smith & Wesson(R) golf clubs will debut its complete line at the upcoming San Diego PGA Merchandise Show on August 5th.

The clubs feature the legendary Smith & Wesson brand along with proprietary manufacturing technology and Vadersen's distinctive design. The Smith & Wesson Golf Club line will be featured during "Demo Night" at the River Walk Golf Course. The Company will be represented by their western region representative, Patrick Jensen at the event.

About Vadersen Design Group, Inc.

Beginning in 1976, Ernie Vadersen began designing golf clubs and established Golf-Tec Inc., where he consulted and represented larger companies like Spalding, MacGregor, Hogan and Yamaha for over 12 years. Mr. Vadersen's golf club designs have been in the golf bags of a large percentage of golf's major championship winners in the last 25 years. Ernie Vadersen founded Snake Eyes Golf Club Company that began producing woods, irons and putters in 1993. The company's line of wedge products were in the top five used on the PGA and Senior PGA tours without compensation to the players.

About Smith & Wesson Holding Corporation

Smith & Wesson Holding Corporation is the parent company of Smith & Wesson Corp., one of the world's leading producers of quality handguns, law enforcement products and firearm safety and security products. Law enforcement personnel, military personnel, target shooters, hunters, collectors and firearm enthusiasts throughout the world have used the Company's products with confidence for over 151 years. Smith & Wesson Corp. also manufactures and markets Smith & Wesson branded handcuffs and other products utilizing its metal working expertise. For more information, visit <http://www.smithandwesson.com>.

Safe Harbor StatementStatements in this press release about the company's future expectations, including the development of licensing and branding opportunities, and all other statements in this release, other than historical facts, are "forward-looking statements" within the meaning of Section 27 A of the Securities Act of 1933, Section 21 E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. It is important to note that actual results and ultimate corporate actions could differ materially from those in such forward-looking statements based on such factors as softening consumer demand based on national or political events or based on consumers' personal satisfaction or desire for our products for a variety of reasons (style, quality, etc.); or the inability to leverage the name Smith & Wesson in the licensing categories selected by management to pursue; or a perceived or actual decline in the quality of products produced among other factors. Such "forward-looking statements" are subject to risks and uncertainties set forth from time to time in the Company's SEC reports, including the report on form 10-KSB for the year ended April 30, 2002 and the form 10-QSB for the quarters ending July 31, 2002, October 31, 2002 and January 31, 2003.

SOURCE: Smith & Wesson Holding Corporation

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