Smith & Wesson Model 500 Wins Handgun of the Year Award

April 23, 2004

SPRINGFIELD, Mass., Apr 23, 2004 (BUSINESS WIRE) -- Smith & Wesson Holding Corporation (AMEX: SWB), parent company of the legendary 152 year old Smith & Wesson Corp., received two Golden Bullseye Awards from NRA Publications on April 16, 2004 at the annual National Rifle Association (NRA) meeting. These awards are an acknowledgement of a vendor providing the finest products available in the shooting sports industry. The Smith & Wesson Model 500 was selected for both of the honors based on the innovative Smith & Wesson firearm design and function, among other criteria. The awards were presented from shooting illustrated and American Rifleman, two of the family of NRA publications.

Roy Cuny, President and CEO of Smith & Wesson, commented, "We remain focused on developing new and innovative products that align with the interests and needs of all the market segments served by Smith & Wesson." New product introductions for our customers represent a logical expansion of Smith & Wesson's product portfolio and a profitable expansion of our business, as exhibited by the continued inflow of orders for the Smith & Wesson 500 since its introduction at the Spring 2003 S.H.O.T Show."

New product introductions and the resulting market demand, integrated with continued operational improvements and efficiency gains are driving meaningful growth of the Company. We remain committed to designing innovative products to meet our customers continuously evolving interest in high performance features.

About Smith & Wesson:

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 firearms enthusiasts throughout the world have used the Company's products with confidence for more than 150 years. Smith & Wesson Corp. also manufacturers and markets Smith & Wesson branded handcuffs and other products utilizing its metal working expertise. For more information, visit http://www.smith-wesson.com

Safe Harbor Statement

Certain statements contained in this press release may be deemed to be forward-looking statements under federal securities laws, and the Company intends that such forward-looking statements be subject to the safe-harbor created thereby. Such forward-looking statements include statements regarding the profitable expansion of the Company's business, market demand for the Company's products and the possibility of meaningful growth of the Company. The Company cautions 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 the Company's products, the Company's growth opportunities, the ability of the Company to obtain operational enhancements and introduce new products, and other risks detailed from time to time in the Company's reports filed with the SEC.

SOURCE: Smith & Wesson

CONTACT: Christensen
Investor and Media Relations:
Patty Bruner, 480-614-3009

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