



## **Smith & Wesson Appoints Michael F. Golden as President, Chief Executive Officer, and Board Member**

November 22, 2004

SPRINGFIELD, Mass.--(BUSINESS WIRE)--Nov. 22, 2004--Smith & Wesson (AMEX: SWB), the legendary 152-year-old firearms manufacturer, announced today the appointment of Michael F. Golden as President, Chief Executive Officer, and a member of the Board of Directors. Under Mr. Golden's leadership, the Company will continue its pursuit of new product introduction, high-quality product offerings, responsiveness to customers, expanded market reach, state-of-the-art manufacturing processes, and enhanced awareness of the Company's 152-year-old brand.

Barry M. Monheit, the Chairman of the Company's Board of Directors, commented, "We are thrilled to have attracted a proven executive with demonstrated management skills, team building capabilities, marketing expertise, manufacturing know-how, and communication skills. We believe Michael Golden is particularly well suited to lead the Company in the future. His experience includes dedication to developing and implementing successful sales strategies. Combined with his recognized ability to drive sales, Michael's accomplishments include successes in the management of \$200 million-plus businesses, successful product development, exploiting opportunities related to strong brands, and turning company cultures into highly productive growth organizations."

Mr. Golden commented, "I look forward to the opportunities that Smith & Wesson presents. The Company's emphasis on high-quality products and its customer-focused strategy positions it for long-term profitable growth. Our goal will be to develop new products, enhance existing products, exceed customer expectations, drive revenue growth, increase market share, and enhance operating margins, all designed to increase shareholder value."

A five-year veteran of Wisconsin-based Kohler Company, Mr. Golden's most recent position was President of its cabinetry division. Mr. Golden previously was the President of the Industrial/Construction group of the Stanley Works Company and Vice President - Sales Marketing for a division of Black and Decker.

Mr. Golden is an MBA graduate of Emory University in Atlanta, Georgia, and received his Bachelor of Science degree in marketing from Pennsylvania State University. Mr. Golden will assume his positions on December 6th, 2004.

### About Smith & Wesson Holding Corporation

Smith & Wesson is one of the world's largest manufacturers of quality handguns, law enforcement products and firearm safety/security products. The Company also provides shooter protection, knives, apparel, footwear and other accessory lines. Smith & Wesson is based in Springfield, Massachusetts, with manufacturing facilities in Springfield and Houlton, Maine. The Smith & Wesson Academy is America's longest running firearms training facility for law enforcement, military and security professionals. For more information, call (800) 331-0852 or log on to [www.smith-wesson.com](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 Company's goals and strategies. 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, the ability of the Company to increase its production capacity, the ability of the Company to engage additional key employees, and other risks detailed from time to time in the Company's reports filed with the SEC.

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