Smith & Wesson Unveils New Products; SHOT Show 2005 Provides Backdrop for Launch of Fourteen Products

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SPRINGFIELD, Mass., Feb. 3 /PRNewswire-FirstCall/ -- Smith & Wesson (Amex: SWB), the legendary 153-year old firearms maker unveiled fourteen new products at the 2005 Shooting, Hunting and Outdoor Trade (SHOT) Show held last week in Las Vegas, Nevada. The four-day event featured exhibits from 1,725 companies in the firearms and hunting industry and served as the launch pad for a host of new products from Smith & Wesson.

The 27th annual SHOT Show attracted more than 37,000 attendees who gathered to take a look at the latest in firearms and outdoor apparel advancements. Smith & Wesson, one of the most recognized names in the industry, provided attendees with over 3,000 square feet of new products, services and accessories.

As one of the most frequently visited exhibits, the Smith & Wesson booth featured a variety of brand new firearms products ranging from the Model 460XVR (eXtreme Velocity Revolver) to the extension of the 1911 pistol series. The 460XVR, which was introduced by the company on January 28th, is the highest velocity production revolver in the world. Smith & Wesson launched a total of fourteen new products at the SHOT Show, all of which are available for delivery this month. In addition to firearms and a variety of licensed products, Smith & Wesson also introduced the Smith & Wesson Chevrolet (#30), which makes its debut in March at the NASCAR Busch Series race in Las Vegas, Nevada.

"There was tremendous enthusiasm in the Smith & Wesson booth," said Mike Golden, Smith & Wesson's President and Chief Executive Officer. "The public response to our new product line was very encouraging and we received tremendous interest from dealers, distributors and industry media. We also showed a number of items in our extended line of licensed products at this year's show and the response there was extremely positive as well." Golden added, "We look forward to building on the strength of our Smith & Wesson brand through a variety of additional opportunities. We are actively exploring category expansion into less-lethal weapons, long guns, ammunition, ranges and security systems. Any such expansion could be done directly, through licensing agreements or other cooperative agreements."

The company indicated that customer and media response to the S&W exhibit has been positive as well. It cited Bob Steger, President of firearms distributor RSR Group who said, "Smith & Wesson was one of the few manufacturers to have anything new and exciting. I am excited about the new management team. I believe their varied experience will help continue S&W's position as a leader in the industry." Dan Johnson, veteran writer for Primedia Outdoors wrote, "Second only to the term SHOT Show, Smith & Wesson was the most prevalent name at the show this year."

About Smith & Wesson

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 http://www.smith-wesson.com .

Certain statements contained in this document may be deemed to be forward- looking statements under federal securities laws, and Smith & Wesson intends that such forward-looking statements be subject to the safe-harbor created thereby. Forward-looking statements include, but are not limited to the company's plans to build the strength of its brand and the company's activities aimed at category expansion. Smith & Wesson cautions that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by the forward-looking statements contained herein. Such factors include, but are not limited to changes in markets or demand for the company's products as well as other risks as identified from time to time in Smith & Wesson's SEC reports, including Quarterly Reports on Form 10-Q, Current Reports on Form 8-K, and Annual Reports on Form 10-K.

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