



## Hunnicutt Named Vice President of Licensing at Smith & Wesson

January 26, 2005

SPRINGFIELD, Mass., Jan 26, 2005 /PRNewswire-FirstCall via COMTEX/ -- Smith & Wesson (Amex: SWB), the legendary 153-year old firearms maker announced today that it has named Barbara Hunnicutt as Vice President of Licensing.

Hunnicutt has amassed an impressive track record with world-class companies including Meredith Corporation, The Stanley Works and Harley-Davidson, Inc. She served most recently as Vice President of Branding at Meredith Corporation, where she successfully established brand development programs and licensing efforts for a variety of the company's products. Prior to Meredith, Hunnicutt served as Vice President and Director of Global Licensing for The Stanley Works. In that role she earned industry accolades with two nominations for the LIMA Corporate Brand License of the Year Award for her flagship work at the 156-year old company's first-ever brand licensing efforts. As Director of General Merchandise for Harley Davidson Motor Company, Hunnicutt helped drive increased revenues through her expansion of the company's global trademark licensing activities.

Hunnicutt commented, "I am very excited about the opportunity to market a brand that is recognizable throughout the world as not only a premier firearms manufacturer but also as an American icon. I look forward to working with the team at Smith & Wesson to expand upon that brand awareness and take the company to the next level."

Tom Taylor, Vice President, Marketing said, "We are committed to continued growth and enhancement of quality in our licensing efforts at Smith & Wesson. Ms. Hunnicutt has a wealth of branding and licensing experience in a variety of products and industries. She has been particularly successful in developing new programs for established products and in delivering results. We look forward to her leadership in helping to grow the Smith & Wesson brand and in building a cohesive licensing network that features our high quality products. Smith & Wesson will also actively explore category expansion into non-lethal weapons, ammunition, ranges and security systems."

Hunnicutt earned a B.A. from Smith College in Northampton, Massachusetts. She will join Smith & Wesson at the company's Springfield, Massachusetts headquarters on February 14, 2005.

### About Smith & Wesson

Smith & Wesson is the world's largest manufacturer 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 in 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)

This press release contains forward-looking statements including the Company's ability to grow its brand recognition and establish a cohesive licensing network. These statements involve risks and uncertainties. Factors that could cause actual results to differ materially from those forward-looking statements include the general economic conditions, the ability of the Company to execute its business plan, and other factors detailed in the Company's filings with the Securities and Exchange Commission, including its most recent Forms 10-K and 10-Q.

### SOURCE Smith & Wesson

Blue Heron Communications, +1-800-654-3766, or [gary@blueheroncomm.com](mailto:gary@blueheroncomm.com), for Smith & Wesson

<http://www.prnewswire.com>