



## Smith & Wesson Rebrands USR Division as Smith & Wesson Security Solutions, Inc.

April 4, 2011

### Company Extends "Safety, Security, and Protection" to Perimeter Security Business

SPRINGFIELD, Mass., April 4, 2011 /PRNewswire via COMTEX/ -- Smith & Wesson Holding Corporation (NASDAQ: SWHC), parent company of Smith & Wesson Corp., the legendary 159-year old company in the global business of safety, security, protection and sport, announced today that it has rebranded its wholly-owned perimeter security division, formerly known as Universal Safety Response, to Smith & Wesson Security Solutions. The new name more accurately reflects the company's long-term heritage and leadership in security and protection.

Smith & Wesson Security Solutions delivers a broad portfolio of products and services for perimeter security, including several internally-developed, proprietary technologies such as the GRAB(R) and EMB(TM) vehicle net barriers, which are designed into perimeter security systems for corporate and federal government clients throughout the United States. The division will continue to operate from its Franklin, Tennessee location.

Michael F. Golden, President and Chief Executive Officer of Smith & Wesson Holding Corporation, said, "We are excited about the opportunity to leverage our strong Smith & Wesson brand name in the perimeter security market. For nearly 160 years our firearm products have come to represent safety, security and protection for law enforcement and security professionals, military organizations, and consumers both in the United States and abroad. Having a single, globally-recognized brand name allows us to extend that proposition to commercial and government clients seeking a trusted source for their perimeter security needs."

Barry Willingham, President of Smith & Wesson Security Solutions, said, "Our unique products have already earned a tremendous reputation with our existing customers. We expect this rebranding to provide us new opportunities by differentiating Smith & Wesson Security Solutions in the competitive arena and better positioning our business to play a significant role in the global security marketplace."

On April 1, Smith & Wesson Holding Corporation activated its new website (<http://www.smith-wesson.com/>) which highlights all of its safety and security related brands, including Smith & Wesson firearms, Smith & Wesson Security Solutions, Thompson/Center Arms hunting rifles, and Walther firearms.

#### About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ: SWHC) is a U.S.-based, global provider of products and services for safety, security, protection, and sport. The company designs and constructs facility perimeter security solutions for military and commercial applications, and delivers a broad portfolio of firearms and related training to the military, law enforcement, and sports markets. SWHC companies include Smith & Wesson Corp., the globally recognized manufacturer of quality firearms; Smith & Wesson Security Solutions, Inc., a full-service perimeter security integrator, barrier manufacturer and installer; and Thompson/Center Arms Company, Inc., a premier designer and manufacturer of premium hunting firearms. SWHC facilities are located in Massachusetts, Maine, and Tennessee. For more information on Smith & Wesson and its companies, call (800) 331-0852 or log on to <http://www.smith-wesson.com/>.

#### Safe Harbor Statement

Certain statements in this press release may be deemed to be forward-looking statements under the federal securities laws, and the company intends that such forward-looking statements be subject to the safe harbor created thereby. Such statements include statements regarding the company's belief that having a single, globally recognized brand name will allow it to extend that proposition to commercial and government customers seeking a trusted source for their security needs and the company's belief that the rebranding will provide it new opportunities by differentiating Smith & Wesson Security Solutions in the competitive arena and better position its business to play a significant role in the global security marketplace.

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