



## Smith & Wesson Holding Corporation Reports Stockholder Vote Results

December 13, 2016

### Holding Corporation Will Become American Outdoor Brands Corporation

SPRINGFIELD, Mass., Dec. 13, 2016 /PRNewswire/ -- **Smith & Wesson Holding Corporation** (NASDAQ Global Select: SWHC), today announced that its stockholders have overwhelmingly approved a change to the holding company's name from Smith & Wesson Holding Corporation to American Outdoor Brands Corporation. The name change does not impact Smith & Wesson Corp., the name of the company's firearms division, which has legendary roots dating back to 1852 and will remain unchanged. The name change pertains only to the holding corporation that acquired Smith & Wesson in 2001 and now owns Smith & Wesson Corp., Battenfeld Technologies, Inc., and Crimson Trace Corporation, which represent the company's firearms, manufacturing services, accessories, and electro-optics divisions.

James Debney, President and Chief Executive Officer of Smith & Wesson, said, "We are excited about the results of today's stockholder vote. We believe that American Outdoor Brands Corporation is a name that truly represents our broad and growing array of brands and businesses in the shooting, hunting, and rugged outdoor enthusiast markets. Looking ahead, and operating as American Outdoor Brands Corporation, we intend to continue building upon our portfolio, focusing on brands and products that best meet the needs and lifestyle of our target consumers."

The name change will be effective on or about January 1, 2017, at which time the company will adopt the common stock trading symbol "AOBC" for its NASDAQ stock exchange listing.

#### **About Smith & Wesson**

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a provider of quality products for shooting, hunting, and rugged outdoor enthusiasts in the global consumer and professional markets. The Company reports two segments: Firearms and Outdoor Products & Accessories. Firearms manufactures handgun and long gun products sold under the Smith & Wesson<sup>®</sup>, M&P<sup>®</sup>, and Thompson/Center Arms<sup>™</sup> brands as well as providing forging, machining, and precision plastic injection molding services. Outdoor Products & Accessories provides shooting, hunting, and outdoor accessories, including reloading, gunsmithing, and gun cleaning supplies, tree saws, vault accessories, knives, laser sighting systems, tactical lighting products, and survival and camping equipment. Brands in Outdoor Products & Accessories include Smith & Wesson<sup>®</sup>, M&P<sup>®</sup>, Thompson/Center Arms<sup>™</sup>, Crimson Trace<sup>®</sup>, Caldwell<sup>®</sup> Shooting Supplies, Wheeler<sup>®</sup> Engineering, Tipton<sup>®</sup> Gun Cleaning Supplies, Frankford Arsenal<sup>®</sup> Reloading Tools, Lockdown<sup>®</sup> Vault Accessories, Hooyman<sup>®</sup> Premium Tree Saws, BOG POD<sup>®</sup>, Golden Rod<sup>®</sup> Moisture Control, Schrade<sup>®</sup>, Old Timer<sup>®</sup>, Uncle Henry<sup>®</sup>, UST<sup>®</sup>, and Imperial<sup>™</sup>. For more information on Smith & Wesson, 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 we intend that such forward-looking statements be subject to the safe-harbor created thereby. Such forward-looking statements include our belief that American Outdoor Brands Corporation is a name that truly represents our broad and growing array of brands and companies in the shooting, hunting, and rugged outdoor enthusiast markets; our intention to continue building upon our portfolio, focusing on brands and products that best meet the needs and lifestyle of our target consumers; the proposed timing of the name change; and the anticipated new trading symbol for the Company's NASDAQ stock exchange listing. We caution 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 our products; the costs and ultimate conclusion of certain legal matters; the state of the U.S. economy in general and the firearm industry in particular; general economic conditions and consumer spending patterns; the potential for increased regulation of firearms and firearm-related products; speculation surrounding fears of terrorism and crime; our growth opportunities; our anticipated growth; our ability to increase demand for our products in various markets, including consumer, law enforcement, and military channels, domestically and internationally; the position of our hunting products in the consumer discretionary marketplace and distribution channel; our penetration rates in new and existing markets; our strategies; our ability to introduce new products; the success of new products; our ability to expand our markets; our ability to integrate acquired businesses in a successful manner; the general growth of our firearm accessories business; the potential for cancellation of orders from our backlog; and other risks detailed from time to time in our reports filed with the SEC, including our Annual Report on Form 10-K for the fiscal year ended April 30, 2016.

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