



## American Outdoor Brands Corporation Completes Holding Company Name Change and Commences Trading Under NASDAQ Symbol "AOBC"

January 3, 2017

**New Holding Company Website Launched at [www.aob.com](http://www.aob.com)**

SPRINGFIELD, Mass., Jan. 3, 2017 /PRNewswire/ -- **American Outdoor Brands Corporation (NASDAQ Global Select: AOBC) (formerly Smith & Wesson Holding Corporation)**, one of the world's leading providers of firearms and quality products for the shooting, hunting, and rugged outdoor enthusiast, today announced that, further to its news release dated December 13, 2016, it has changed its name to American Outdoor Brands Corporation. Smith and Wesson's firearm business will continue to operate as Smith & Wesson Corp., a division of American Outdoor Brands Corporation. The holding company name change better reflects the company's expanded strategic focus and its ongoing vision to be the leader in the shooting, hunting, and rugged outdoor enthusiast markets.



Effective today, American Outdoor Brand Corporation's common shares commences trading under the new symbol AOBC on the NASDAQ Stock Market. The company also announced that it has launched a new holding company website at [www.aob.com](http://www.aob.com).

No action will be required by existing shareholders with respect to the name change. Certificates representing common shares will not be affected by the name change and will not need to be exchanged. For American Outdoor Brands Corporation stock quote information please visit [www.nasdaq.com](http://www.nasdaq.com).

### **About American Outdoor Brands Corporation**

American Outdoor Brands Corporation (NASDAQ Global Select: AOBC) 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®, M&P®, and Thompson/Center Arms™ brands as well as provides 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®, M&P®, Thompson/Center Arms™, Crimson Trace®, Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, Hooyman® Premium Tree Saws, BOG POD®, Golden Rod® Moisture Control, Schrade®, Old Timer®, Uncle Henry®, UST®, and Imperial™. For more information on American Outdoor Brands Corporation, call (844) 363-5386 or log on to [www.aob.com](http://www.aob.com).

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