



American Outdoor Brands Corporation Creates New Logistics & Customer Service Division

June 8, 2017

Lewis Hornsby Joins As President, Logistics & Customer Service

SPRINGFIELD, Mass., June 8, 2017 /PRNewswire/ -- **American Outdoor Brands Corporation** (NASDAQ Global Select: AOBC), one of the world's leading providers of firearms and quality products for the shooting, hunting, and rugged outdoor enthusiast, today announced the creation of its new Logistics & Customer Service Division. Lewis Hornsby has been hired to serve as President of the newly created division. Hornsby joins American Outdoor Brands from Vista Outdoor Inc., a publicly traded designer, manufacturer, and marketer of outdoor sports and recreation products, where he was Senior Director and Vice President of Global Distribution, Transportation, and Logistics.



The Logistics & Customer Service Division will be located in American Outdoor Brands' new national distribution center, currently under development, in the Columbia area of Boone County, Missouri. The company announced its plans in March of this year to break ground on the new 500,000 sq. ft. facility during 2017.

James Debney, American Outdoor Brands Corporation President and Chief Executive Officer, said, "The Logistics & Customer Service organization is a newly created strategic division that will support future growth for all of our American Outdoor Brands. The development of our distribution center in Missouri is well underway. Due to be completed in 2018, the facility will serve as our Logistics & Customer Service business. I am pleased to announce the arrival of Lewis Hornsby to lead this business. Lewis is a highly accomplished professional with extensive operational and strategic leadership experience in distribution, transportation, and logistics functions. His work has spanned a number of consumer and outdoor product companies with global reach, including Vista Outdoor, Exel/DHL, Con-Agra Foods, and Kraft Foods. His expertise will be instrumental in helping build our new Logistics & Customer Service organization into a world class business that supports our growing customer base and our diverse portfolio of products."

Hornsby joined Vista Outdoor in 2016 when Action Sports, a division of BRG Sports, Inc., was acquired by Vista. At Vista Outdoor he oversaw global distribution and a large logistics and fulfillment organization. At BRG Sports / Easton Bell Sports he served as Vice President of Global Distribution, overseeing logistics, transportation, and customs compliance for the global athletic performance and equipment manufacturer. Previously, Hornsby was Senior Director of Carrier & Capacity Management with Exel/DHL; a Senior Director of Transportation/Distribution and Operations-Procurement for Con-Agra Foods; and Director of Transportation/Distribution and Operations for Kraft Foods. Hornsby earned his B.S. in Business Management from the University of South Carolina.

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 Trac®, 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.

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, among others, our vision to be the leading provider of quality products for the shooting, hunting, and rugged outdoor enthusiast and our belief that Hornsby's successful track record of leading distribution, transportation and logistics functions at other companies makes him the ideal leader to establish and grow our new Logistics & Customer Service Division. 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, among others, 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 outdoor products and 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.

Contact: Liz Sharp, VP Investor Relations
American Outdoor Brands Corporation
(413) 747-6284
lsharp@aob.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/american-outdoor-brands-corporation-creates-new-logistics--customer-service-division-300470793.html>

SOURCE American Outdoor Brands Corporation