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Smith & Wesson M&P15-22 Tactical Rifle Earns Shooting Industry Award
Company Wins 'Rifle of the Year' Award for Second Consecutive Year

SPRINGFIELD, Mass. (August 3, 2010) - Smith & Wesson® Corp., the legendary 158-year old firearms maker, announced that it recently received the "Rifle of the Year" award from the Shooting Industry Academy of Excellence for the company's M&P15-22 tactical rifle. This distinction marks the second year in a row that Smith & Wesson has won the award for best rifle. The Smith & Wesson M&P15 MOE was named "Rifle of the Year" last year during the annual Shooting Industry Masters.

Established in 1992, the Academy of Excellence is sponsored by FMG Publications, publisher of Shooting Industry, GUNS and American Handgunner magazines. The voting group consists of 500 industry executives, gun dealers and outdoor writers. Smith & Wesson was nominated for the "Rifle of the Year" award for the company's ground breaking M&P15-22 tactical rifle. Introduced in 2009, the M&P15-22 is a dedicated .22LR platform that offers the fit and feel of the company's popular M&P15 rifle, while chambered in the more economical ammunition.

Engineered on a high strength polymer upper and lower receiver, the M&P15-22 benefits from reduced weight while retaining the looks and operating features of the standard tactical rifle. With such features as a fully functional charging handle, an AR-15 style magazine release, a 16-inch barrel and a six-position collapsible stock, the tactical rifle is an extremely viable training firearm for law enforcement as well as a popular choice for recreational shooting. By remaining true to the standard AR-15 design while offering all of the preferred features found on the M&P Rifle Series, the M&P15-22 has fostered positive reviews across multiple shooting disciplines.

"We are honored to have earned this distinction from the Academy for a second year in a row," said Tom Kelly, Vice President of Marketing for Smith & Wesson. "Whether used in law enforcement training, for sport, or to simply introduce a new shooter to the AR-15 platform, the M&P15-22 has fostered great reviews from both experienced and novice shooters across the nation. We will continue to look for new and innovative ways to evolve the M&P Series, as we remain dedicated to developing the finest products possible."

For more information regarding the M&P15-22 and its different variants, please visit www.smith-wesson.com.

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; Universal Safety Response, 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, New Hampshire, and Tennessee. For more information on Smith & Wesson and its companies, call (800) 331-0852 or log on to www.smith-wesson.com; www.usgrab.com; or www.tcarms.com.

