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Smith & Wesson® Introduces New M&P® 15-22 SPORT™

M&P15-22 SPORT Delivers Rich Features and Value for 2016

SPRINGFIELD, Mass. (**January 14, 2016**) --- Smith & Wesson Corp. today announced that it has introduced the new M&P15-22 SPORT, its most feature-rich M&P15-22 to date. While the first generation M&P15-22 has been widely recognized as the best .22 LR Modern Sporting Rifle (MSR) on the market, the new rifle carries the “SPORT” name and premium Magpul® accessories as standard equipment.

The M&P15-22 SPORT features a 10-inch M&P slim handguard that incorporates the popular Magpul M-LOK™ system. The M-LOK system allows rifle owners to easily customize their M&P15-22 SPORT by adding accessories without removing the handguard. M&P15-22 SPORT owners have the option of easily mounting numerous M-LOK-compatible accessories or any number of Picatinny-style rail sections designed to accommodate other accessories. Smith & Wesson includes a 2-inch M-LOK rail panel with each rifle.

The M&P15-22 SPORT comes standard with one of the most popular folding sights systems available for MSRs. The removable Magpul MBUS® front and rear folding sights are lightweight and durable, further enhancing the performance and value of the new M&P15-22 SPORT.

In addition to the standard matte black offering, the M&P15-22 SPORT comes in two of the most popular color options on the market - Kryptek® Highlander™ and Moon Shine's Muddy Girl® camo.

The M&P15-22 SPORT will also be available in a Performance Center® exclusive edition featuring an enhanced two-stage match trigger, match grade precision 18-inch threaded barrel and match grade chamber. The Performance Center model is also standard with a VLTOR® adjustable stock and Hogue® grip.

“By starting with the market leading M&P15-22 rifle and building in enhanced standard features and value, we now offer consumers the opportunity to own a new, superior rimfire modern sporting rifle,” said Jan Mladek, General Manager of the Smith & Wesson and M&P brand. “The new M&P slim handguard with M-LOK allows the rifle to be easily accessorized while adding to its comfort during shooting. This new component along with the rifle’s standard high-quality features, allow the M&P15-22 SPORT to be ready for a day at the range right out of the box.”

The M&P15-22 SPORT base model has an MSRP of \$449 and is sold with a limited lifetime warranty and a lifetime service policy.

The new Smith & Wesson M&P15-22 SPORT models will be featured at the 2016 SHOT Show® Industry Day at the Range™ and in the Smith & Wesson booth throughout the convention.

For more information on Smith & Wesson's M&P family of products, including the complete line of M&P15-22 SPORT rifles, please visit www.smith-wesson.com.

About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality firearms, related products, and training to the global military, law enforcement, and consumer markets. The company's firearm division brands include Smith & Wesson®, M&P®, and Thompson/Center Arms™. As an industry leading provider of shooting, reloading, gunsmithing and gun cleaning supplies, the company's accessories division produces innovative, top quality products under Battenfeld Technologies, Inc., including Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, and Hooyman® Premium Tree Saws. Smith & Wesson facilities are located in Massachusetts, Maine, Connecticut, and Missouri. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.

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