FOR IMMEDIATE RELEASE

Industry Contact: Matt Rice Blue Heron Communications (800) 654-3766 matt@blueheroncomm.com

Smith & Wesson® Introduces 2nd Generation M&P® 15 SPORT[™] Rifle

Market Leading MSR Delivers Expanded Features, Added Value

SPRINGFIELD, Mass. (**January 11, 2016**) --- Smith & Wesson Corp. today announced that it has expanded its popular M&P family of Modern Sporting Rifles (MSRs) with the introduction of the M&P15 SPORT II -- a 2nd generation M&P15 SPORT rifle. Backed by the company's reputation for high quality components and consistent, proven reliability, the new M&P15 SPORT II offers enhanced upgrades to the original, industry leading M&P15 SPORT rifle. Delivering a ready-to-go package with the additional features of a forward bolt assist and dust cover, the M&P15 SPORT II provides added value to this already time-tested platform.

Dependable, accurate and engineered for a wide variety of recreational, sport shooting and professional applications, the M&P15 SPORT II provides the best combination of price and function. Manufactured on a forged upper and lower receiver constructed of 7075 T6 aluminum, the new M&P15 SPORT II is as rugged as it is capable. Chambered in 5.56 NATO, the new rifle has been fitted with a 16-inch barrel comprised of 4140 steel with a 1 in 9-inch twist. For added longevity, the rifle features a durable corrosion resistant Armornite[®] finish along with a chromelined bolt carrier, gas key and firing pin.

The M&P15 SPORT II comes with an adjustable, folding Magpul[®] MBUS[®] rear sight and an adjustable A2-post front sight. The standard rifle has been furnished with a six-position telescopic butt stock and a 30-round PMAG[®]. The MSR measures 35 inches with the stock fully extended and 32 inches collapsed. The M&P15 SPORT II has an unloaded weight of 6.5 pounds and is standard with an A2-style flash suppressor and a forged, integral trigger guard.

The M&P15 SPORT II will also be available in state compliant models.

For more information on Smith & Wesson's M&P family of products, including the complete line of M&P15 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.