

FOR IMMEDIATE RELEASE

Industry Contact: Gary Giudice
Blue Heron Communications
(800) 654-3766
gary@blueheroncomm.com

Smith & Wesson Launches Innovative Training Program with 3point5.com

*New Online Training Program Provides Retail Support for
Smith & Wesson, Walther and Thompson/Center Arms Products*

SPRINGFIELD, Mass. (April 4, 2008) --- Smith & Wesson Corp., announced today that it has entered into an agreement with the online training company 3point5.com to provide retail sales training support for the Company's Smith & Wesson, Walther and Thompson/Center Arms products. In addition, 3point5.com has also introduced new product training modules featuring interactive graphics and tests with information on handguns, shotguns and rifles written by published experts in the field. Set up as an online campus, 3point5.com offers training to retail sales personnel and reinforces that training with innovative, online product-knowledge testing.

"As we penetrated the outdoor sporting goods market, we recognized that progressive, tech-savvy hunting and fishing companies would have similar needs," said 3point5.com CEO Duncan Robins. "Smith & Wesson was the perfect fit."

Under the new contracts, 3point5.com will build Web-based training sites for Smith & Wesson and two of its signature firearms brands – Walther and Thompson/Center. The training sites are expected to launch mid-summer.

"The relationship was a natural fit for Smith & Wesson," said Tom Taylor, Vice President of Marketing for Smith & Wesson. "Sales of our products are facilitated by thousands of professional retail sales associates across the country. The leading-edge online training applications developed by 3point5.com are clearly the most efficient way to ensure that front-line sales associates in retail outlets are completely up to speed on our products and their features. We are proud to be the first firearms manufacturer to offer this unique and advanced approach to sales."

In addition to manufacturer-specific training, 3point5.com also provides generic product training on everything from hiking boots to skis to sleeping bags. The training modules educate and test salespeople on terms, anatomy, sales tips, sales add-ons and product history. Recent additions include training on handguns, shotguns, rifles, knives, fishing rods and fishing reels.

About Smith & Wesson

Smith & Wesson Holding Corporation, a global leader in safety, security, protection and sport, is parent company to Smith & Wesson Corp., one of the world's largest manufacturers of quality firearms and firearm safety/security products and parent company to Thompson/Center Arms, Inc., a premier designer and manufacturer of premium hunting rifles, black powder rifles, interchangeable firearms systems and accessories under the Thompson/Center brand. Smith & Wesson licenses shooter protection, knives, apparel, and other accessory lines. Smith & Wesson is based in Springfield, Massachusetts with manufacturing facilities in Springfield, Houlton, Maine, and Rochester, New Hampshire. The Smith & Wesson Academy is America's longest running firearms training facility for law enforcement, military and security professionals. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com. For more information on Thompson/Center Arms, log on to www.tcarms.com.

About 3point5.com

3point5.com is an online campus that represents over 65,000 registered pros and sales professionals, 250 manufacturers and over 8,200 retailers in an increasing number of industries, including Outdoor, Snow, Bike, Action Sports, Golf, Tennis and Hunt/Fish. 3point5.com offers a fun and secure place for retail sales professionals to train, access information and interact within their industry.