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Smith & Wesson Kicks Off New Fall/Winter Consumer Promotions

SPRINGFIELD, Mass. (October 6, 2008) – Smith & Wesson Corp., announced today that the company is currently running new consumer promotions through January 7, 2009. The new fall/winter promotions include product offerings and consumer rebates for Smith & Wesson, Thompson/Center Arms and Walther products.

“This year’s fall and winter promotions allow consumers the opportunity to receive added value or rebates with their next firearms purchase,” said Leland Nichols, Senior Vice President of Sales and Marketing for Smith & Wesson. “Whether you’re looking for a new muzzleloader this season or contemplating purchasing one of the many variations of the M&P pistol, the new promotions are intended to meet the needs of all customers.”

Smith & Wesson

Through December 31, 2008, consumers will have the opportunity to take part in two promotions from Smith & Wesson – the Hunting Fall Spectacular and the Holiday Handgun Promo. During the designated months, consumers will be able to receive rebates or free magazines with the purchase of select firearms.

Hunting Fall Spectacular:

- Purchase a new Smith & Wesson Elite Gold or Silver shotgun and receive a free shotgun case
- Purchase a new Model 500 or 460XVR revolver and receive a \$75 rebate
- Purchase a new i-Bolt™ rifle and receive a \$50 rebate
- Purchase a new 1000 Series shotgun and receive a \$50 rebate

Holiday Handgun Promotion:

- Purchase select J-frame revolvers and receive a \$30 rebate
- Purchase select revolvers over \$500 and receive a \$50 rebate
- Purchase a new M&P pistol and receive a \$50 rebate or two free magazines
- Purchase a new Sigma pistol and receive a \$50 rebate or two free magazines

Thompson/Center Arms

Thompson/Center will offer new incentives this year as part of the Get in the Hunt Promo, which began October 1 and continues through December 31, 2008.

Get in the Hunt:

- Purchase any new Encore barrel and receive a \$25 rebate
- Purchase any new Omega Z5 muzzleloader and receive a \$50 rebate
- Purchase a select Encore Pro Hunter or Endeavor and receive a \$50 rebate

- Purchase a new ICON™ rifle and receive a \$50 rebate

Walther

Walther will begin its PPK & PPK/S Promotion starting October 7, 2008 running through January 7, 2009. During the three month long promotion, consumers will receive a \$50 rebate or two free magazines with the purchase of a new Walther PPK or PPK/S pistol.

For more information regarding the newest promotions from Smith & Wesson, Thompson/Center Arms or Walther, visit online at www.smith-wesson.com or call (800) 331-0852. Information on each of the new promotions will also be available at your local Smith & Wesson Authorized Dealer.

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.