

NATIONAL RIFLE ASSOCIATION OF AMERICA
Incorporated 1871
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Smith & Wesson to be Inducted into the NRA Golden Ring of Freedom

Company Support of NRA Exceeds One Million Dollars
Smith & Wesson Also Pledges Four-Year Commitment to Life of Duty Program

FAIRFAX, VA. The National Rifle Association (NRA) today announced that it has received a gift to its Voice of Freedom program from Smith & Wesson, a leader in firearm design and manufacturing and an iconic American company. The NRA will honor Smith & Wesson, represented by President and CEO, James Debney, as the newest member of the NRA's Golden Ring of Freedom. Membership in the NRA Golden Ring of Freedom is reserved for those who have given gifts of cash or assets to the NRA totaling one million dollars or more.

In addition to its Voice of Freedom contribution, Smith & Wesson has also made a four-year commitment to sponsor the NRA Life of Duty online network's Patriot Profiles. Patriot Profiles is a documentary series dedicated to telling stories of the heroism, courage and honor displayed by the brave men and women who defend our American freedoms at home and abroad.

Smith & Wesson President and CEO, James Debney, said, "On behalf of all of us at Smith & Wesson, we are proud to support the NRA, an organization dedicated to ensuring our right to keep and bear arms. Through the many programs that we sponsor and that the NRA produces, we are honored to play a role in supporting our country, the rights of our citizenry, and our heroes. As we approach Memorial Day, we are particularly proud to announce our sponsorship of the Life of Duty programs that exist to pay tribute to the brave men and women in our law enforcement and the military."

As a member of the NRA Corporate Partners Program, Smith & Wesson has worked closely with the NRA over the years and currently supports a number of Association programs including the NRA Voice of Freedom, the NRA Life of Duty program, NRA Law Enforcement, and The NRA Foundation. Smith & Wesson's support far exceeds one million dollars in cash.

Thanking Smith and Wesson for their gift, NRA CEO and Executive Vice President, Wayne LaPierre noted, "Smith & Wesson's and James Debney's exceptional and exemplary support and leadership in advancing these vital NRA programs will have a significant impact for generations. Smith & Wesson is a valued corporate partner in NRA's fight to preserve the Second Amendment and we are grateful for their dedication to our shared American values."

ABOUT THE NRA

Established in 1871, the National Rifle Association is America's oldest civil rights and sportsmen's group. Four million members strong, NRA continues its mission to uphold Second Amendment rights and advocates enforcement of existing laws against violent offenders to reduce crime. The Association remains the nation's leader in firearm education and training for law-abiding gun owners, law enforcement and the armed services. For more information, visit **NRA.org**.

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 brands include Smith & Wesson, M&P and Thompson/Center Arms. Smith & Wesson facilities are located in Massachusetts and Maine. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com

ABOUT NRA LIFE OF DUTY

NRALifeofDuty.tv is presented by Brownells and features Patriot Profiles sponsored by Smith & Wesson. Frontlines with retired Marine LtCol Oliver North offers never-before-seen footage and reports with American heroes abroad. NRA American Warrior is an exclusive digital magazine with interactive media, videos and articles detailing the latest tactics and technology. Colt has provided its support to the "Warrior Features" of the magazine. The LOD Gear Channel, sponsored by Brownells LE Division: PoliceStore.com showcases the latest and greatest gear and tools of the trade.

This NRA Life of Duty membership includes all regular NRA benefits, plus gear discounts, digital subscriptions to all NRA official journals and a subscription to *NRA American Warrior* digital magazine.

To sign up for an NRA Life of Duty membership, please visit <https://Signup.NRALifeofDuty.TV>.

Those who wish to sponsor NRA Life of Duty memberships for qualified military, law enforcement and first responder personnel can do so by visiting <https://Donate.NRALifeofDuty.TV> or by calling 1-877-NRA-GIVE.

To become a corporate sponsor of NRA Life of Duty content or to provide gear discounts to NRA Life of Duty members, please e-mail Nicole Capossela at ncapossela@nrahq.org.