

FOR IMMEDIATE RELEASE

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

Thompson/Center Arms™ Launches Improved Website Designed For Dedicated Sportsmen And Hunters

SPRINGFIELD, Mass. (**December 3, 2013**) --- Smith & Wesson Corp. announced today that the Thompson/Center Arms website – www.tcarms.com - has been fully upgraded with an enhanced design and layout intended to provide dedicated sportsmen and hunters with a host of detailed and updated product information regarding the company's broad portfolio of firearms and related accessories. The new website features a fully responsive design that can be viewed on any screen size and enables users to quickly obtain specifications and detailed product information on their favorite Thompson/Center Arms firearms.

Featuring simplified navigational controls, enhanced search capabilities and easily cataloged resource material, the new website provides an enhanced user experience across any Internet capable device. Thompson/Center Arms enthusiasts and potential customers who visit the website are supplied with the most up-to-date information regarding the company's newest products accessories, and services. The new website also features a responsive design which allows visitors of the site to enjoy the same level of user experience whether on desktop, tablet, or mobile device. Potential and existing customers can now access full information on all T/C® products via their smartphones while at home, on the road, or at a retail sales location.

“Our Thompson/Center Arms customers share a special relationship with not only the company but with other fellow hunters and shooters as well that sets the brand apart from others in the industry,” said Mario Pasantes, Smith & Wesson's Senior Vice President of Marketing and Global Professional Sales. “Through the development of the new website, we have worked to highlight this unique relationship by providing current and prospective customers with an enhanced user experience that underscores the lifestyle and social perspective that is shared by only the most dedicated sportsmen and women.”

Key features of the new site include:

- Ease of use
- Ability to access product details without multiple windows and clicks
- Intuitive navigation
- One click to view detailed product features
- Video integration
- Social connectivity
- Responsive design for viewing on any screen size

In addition, locating warranty information, owner's manuals, brochures and information on promotions is simple, with clearly organized specification charts and easily printable individual product pages. For hunters wishing to share memorable trips in the field, the new “Trophy Room” allows users to upload personal photos that can be viewed and searched by fellow enthusiasts through the multiple filters including type of firearm used, hunt location and caliber. Throughout

the website, visitors can share and post content virtually through multiple social media platforms and direct email.

Visitors to the new website are encouraged to participate in the Thompson/Center Arms Real Hunter Giveaway Sweepstakes. The new Fall 2013 sweepstakes promotion centered on all T/C bolt-action rifles is currently underway. No purchase necessary to enter. Must be a U.S. resident 21 years of age or older to participate. Other terms and conditions apply. See <https://www.tcarms.com/realhuntergiveaway> for additional information and official rules.

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 consumer, law enforcement, and military 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.