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Smith & Wesson Names Jan Mladek as Director of Marketing

SPRINGFIELD, Mass. (September 5, 2006) – Smith & Wesson Corp., the legendary 154-year old firearms maker, announced today that it has named Jan Mladek as Director of Marketing. Mladek, formerly with Timex Corporation and Colt Firearms, will oversee Smith & Wesson's consumer marketing efforts and will be responsible for brand development initiatives, analysis and strategies. In his new role, Mladek will also manage Smith & Wesson's law enforcement and federal government support programs.

Mladek's career spans 25 years of sales, marketing and new product development. Most recently, Mladek served as Vice President of Sales for Timex Corporation where he directed U.S. sales through multiple retail distribution channels, developed new sales channels, designed key account plans and identified new opportunities for growth. During his 12-year tenure at Timex, Mladek also served as Director of Product Marketing and Marketing Manager for several business units.

Prior to the Timex Corporation, Mladek served as Vice President of Marketing for Colt Industries' Firearms Division. During that time, Mladek was responsible for worldwide marketing and sales for Colt's pistols, revolvers and long guns. Mladek also directed the Colt Custom Gun Shop, which manufactured high-end collectible and engraved firearms. Throughout his 13 years at Colt, Mladek gained experience in sales, marketing, product development and factory operations while serving as General Sales Manager, Marketing Manager, Industrial Engineer and Manufacturing Supervisor.

Smith & Wesson's Vice President of Marketing, Tom Taylor, said, "Jan brings to Smith & Wesson vast experience in brand development and consumer marketing. His experience in the industry will be invaluable as we continue to introduce new products and develop future marketing initiatives. I look forward to his contributions on the Smith & Wesson team."

Mladek earned a B.S. degree in Management/Industrial Engineering and a Masters degree in Business Administration from Rensselaer Polytechnic Institute in Troy, NY.

About Smith & Wesson

Smith & Wesson Holding Corporation, through its subsidiary Smith & Wesson Corp., is one of the world's largest manufacturers of quality handguns, law enforcement products and firearm safety/security products. The Company also licenses shooter protection, knives, apparel and other accessory lines. The Company is based in Springfield, Mass., with manufacturing facilities in Springfield and Houlton, Maine. The Smith & Wesson Academy is America's longest-running firearms training facility for America's public servants. For more information, call (800) 331-0852 or log on to www.smith-wesson.com.