

FOR IMMEDIATE RELEASE

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Smith & Wesson® Expands Military Appreciation Program

“Nation’s Finest” Program Offers Discounts on Smith & Wesson® and Thompson/Center Arms™ Firearms to Qualified Military Personnel

SPRINGFIELD, Mass. (March 31, 2015) – Smith & Wesson Corp. announced today that the Company is expanding its *Nation’s Finest* rebate program, which is designed to provide qualified military personnel and disabled veterans with discounts on select Smith & Wesson and Thompson/Center Arms firearms. The *Nation’s Finest* program is just one of the many ways that the company is showing its appreciation toward members of the United States Armed Forces community who actively participate in the shooting sports.

From now to December 31, 2015, any current active duty, retired or disabled member of the U.S. Armed Forces or Reserves is eligible to receive a rebate with the purchase of any qualifying Thompson/Center Arms or Smith & Wesson firearm. The *Nation’s Finest* program offers eligible military personnel and disabled veterans a \$30, \$50, \$75 or \$100 mail-in rebate for the purchase of a qualifying M&P15 rifle, M&P pistol or Smith & Wesson revolver. The program also offers mail-in rebates for the purchase of any T/C Venture™ or Dimension® bolt-action rifle as well as the purchase of any Encore®, Pro Hunter™ XT, or Triumph® muzzleloader. Please visit either www.smith-wesson.com/nationsfinest or www.tcarms.com/nationsfinest for complete details on the *Nation’s Finest* program and to learn more about qualifying Smith & Wesson and Thompson/Center Arms products.

Smith & Wesson’s *Nation’s Finest* program is available to all active duty U.S. Military, Retired Military with retired Military Status, active National Guard Reservists and Disabled Veterans of all U.S. Military branches, including the U.S. Coast Guard. Customers wishing to take advantage of this offer should visit the Smith & Wesson and Thompson/Center Arms websites for redemption coupons and complete details.

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 firearm division brands include Smith & Wesson®, M&P®, and Thompson/Center Arms™. As an industry leading manufacturer of shooting, reloading, gunsmithing and gun cleaning supplies, the company’s accessories division produces innovative, top quality products under Battenfeld Technologies, Inc., including Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, and Hooyman™ Premium Tree Saws. Smith & Wesson facilities are located in Massachusetts, Maine, Connecticut, and Missouri. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.