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World Ranked Competitive Shooter Randi Rogers Joins Team Smith & Wesson

SPRINGFIELD, Mass. (**September 19, 2013**) --- Smith & Wesson Corp. announced today that Randi Rogers has been selected as the newest member of the Smith & Wesson Professional Shooting Team. A world and nationally ranked competitive shooter, Rogers joins an elite group of accomplished team members who compete under the Team Smith & Wesson banner while highlighting the company's world-class competition firearms. Rogers joins world-renowned and highly accomplished team members Jerry Miculek, Doug Koenig and Julie Golob.

"We are very excited to have Randi on board Team Smith & Wesson," said Smith & Wesson Marketing Director Paul Pluff. "She is a proven winner with multiple records to her credit across a wide variety of shooting disciplines. Through her infectious attitude, hard work and determination, we are confident that she will serve as a great ambassador of our products and as a positive role model for young women entering the sport."

Rogers' first introduction to the shooting sports came through Cowboy Action Shooting with her grandfather when she was just 11 years old. The young shooter quickly earned the nickname "Holy Terror" from her peers in the competitive shooting world as she started winning at world and national shooting championships. Rogers was the first female to ever finish in the top 20 overall at a Cowboy Action Shooting Competition with over 600 male and female shooters.

While studying for a bachelor's degree in Business Marketing at the University of Northern Colorado, Rogers broadened her shooting portfolio and began competing in other events such as the International Defensive Pistol Association (IDPA), United States Practical Shooting Association (USPSA), National Rifle Association (NRA) Bianchi Cup, Steel Challenge Shooting Association (SCSA), and ProAm pistol shooting. Rogers was able to win national championships in all of these shooting sports events while at the same time continuing her education.

Since graduation, Rogers has fulfilled a lifelong passion of working in the shooting and outdoors industry. She is currently the national champion in six distinct shooting sports, a defending IPSC Ladies Standard World Champion, and she has an additional 40 world and national titles to her credit. Rogers is continuing to expand her shooting skills and is now beginning to compete in 3-gun matches.

"I'm extremely honored to join the Smith & Wesson shooting team as it consists of many fellow competitors whom I have long admired and respected," said Rogers. "As I continue my career in the shooting sports, I'm constantly looking for new ways to expand my shooting skills, inspire new shooters and further advance awareness of competitive shooting. As the newest addition to Team Smith & Wesson, I look forward to calling on the company's iconic brand and renowned firearms to help accomplish these goals."

"I am particularly excited to have Randi join Team Smith & Wesson as a fellow lady shooter," said Julie Golob, Team Smith & Wesson Captain. "Randi's ability and passion are a perfect fit

with Smith & Wesson. In addition, her positive attitude and high energy level will help to further enhance our team's success and our positive impact on the shooting sports community.”

For more information regarding Team Smith Wesson, including team member bios and match recaps, please visit www.smith-wesson.com and click on the Champions Icon on the left side of the homepage.

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.