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Smith & Wesson[®] Introduces SW22 Victory[™] Target Pistol

New .22LR Pistol Offers Modular Design for Multiple Sport Shooting Applications

SPRINGFIELD, Mass. (**January 7, 2016**) --- Smith & Wesson Corp. today announced the introduction of the company's next generation target pistol with the unveiling of the SW22 Victory. Engineered as a modern interpretation of the classic target pistol, the new SW22 Victory is a fully featured .22 LR pistol with a convertible design suitable for multiple sporting applications. Dependable, easily modified and inherently accurate, the Smith & Wesson handgun represents a new breed of sport pistol created by the legendary firearms manufacturer.

The new SW22 Victory is constructed on a single-action, enclosed hammer-fired, blowback semi-automatic design. Chambered in .22 LR, the SW22 Victory comes highly featured with innovative design qualities that include a match-grade, interchangeable barrel for superb accuracy on the range or in the field along with a simple one-screw takedown design. The pistol's high-end features, modern styling and enriched functionality place the SW22 Victory in a category of its own with an affordable price to match.

"The SW22 Victory was designed to fill a need for a highly versatile, accurate and affordable .22 LR target pistol," said Jan Mladek, General Manager of the Smith & Wesson brand. "Whether it is a new shooter learning the fundamentals of handgun marksmanship or the experienced target shooter who is trying to reach the next level of proficiency, the SW22 will deliver many personal victories along with years of shooting enjoyment."

Factory-made with a 400 series stainless steel heat-treated bolt, slide, frame and barrel, the SW22 Victory is as durable as it is accurate. The standard model is fitted with a 5.5-inch match-grade barrel with a 1 in 15-inch, six groove, right hand twist. The SW22 Victory comes standard with a fiber optic front sight and an adjustable green fiber optic rear sight. The pistol is also standard with an alloy trigger with adjustable trigger stop. Fire controls on the pistol include a single-sided thumb safety, slide stop and magazine release.

The SW22 Victory is well-balanced and fits naturally in the hand with its ergonomically designed, high strength removable polymer grips and unloaded weight of 37.4 ounces. Additional dimensions of the pistol include an overall length of 9.2 inches, a height of 5.6 inches and a slim overall width of 1.3 inches. The target pistol is shipped complete with two 10-round capacity magazines.

The versatility of the SW22 Victory is further enhanced with an included lightweight Picatinny-style rail for easy mounting of optics or other accessories. Smith & Wesson has teamed up with several of the industry's top holster, barrel and accessory manufacturers so that owners can personalize their SW22 Victory with high quality accessories that are immediately available from various providers.

The SW22 Victory has an MSRP of \$409 and is sold with a limited lifetime warranty and a lifetime service policy.

The new Smith & Wesson SW22 Victory will be featured at the 2016 SHOT Show® Industry Day at the Range™ and in the Smith & Wesson booth throughout the convention.

For more information on the new SW22 Victory, please visit www.smith-wesson.com.

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 provider 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.

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