

FOR IMMEDIATE RELEASE

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

Smith & Wesson Team Member Trevor Baucom Profile to Air on Outdoor Channel

Shooting USA Special Edition Provides In-depth Look into Life of Disabled Veteran

SPRINGFIELD, Mass. (June 12, 2012) – Smith & Wesson Corp. today announced that shooting team member Trevor Baucom will be featured in a special edition of “Shooting USA” set to air on the Outdoor Channel Wednesday, June 13. Depicting Baucom’s journey from a Blackhawk pilot and flight leader with the Fifth Battalion, 101st Airborne Brigade, to the shooting industry’s first professionally sponsored disabled shooter, the in-depth profile shows how one man’s perseverance is changing the landscape of the shooting sports.

After a distinguished service record of 13 years in the United States Army, the medically discharged Baucom has evolved from flying assault missions in Afghanistan to competing in the industry’s most prolific shooting events. Along the way, Baucom has been supported by a growing list of companies and individuals intent on seeing this former command pilot serve as an ambassador for the shooting sports to not only other disabled veterans, but to all disabled shooters.

Through this inspirational story filmed by “Shooting USA,” viewers will witness the positive impact Baucom has had on those who have been privileged to make his acquaintance. From Baucom’s return to the air as part of a special honor flight made possible by his fellow soldiers stationed in Fort Campbell, KY, to his first competition at the NRA Bianchi Cup, the special profile gives credence to the “never-say-quit” attitude that is the hallmark of every United States serviceman and servicewoman.

In order to watch Baucom’s extraordinary passage from combat veteran to professional shooter, be sure to tune into the Outdoor Channel this Wednesday at 3 p.m., 8 p.m. or midnight EST. For a detailed listing of future show schedules, visit the Outdoor Channel or Shooting USA websites.

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 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.