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Smith & Wesson® Facebook Page Reaches One Million Likes

Company Hits Social Networking Milestone Thanks to Loyal Fan Base

SPRINGFIELD, Mass. (**September 4, 2014**) --- Smith & Wesson Corp. today announced that the company's Facebook page (<http://www.facebook.com/smithwessoncorp>) has surpassed one million likes on the social networking site. The legendary firearms maker credits the success to its loyal customer base and the increasing popularity of the company's flagship line of M&P® branded firearms.

The Smith & Wesson Facebook page was first launched on June 28, 2009 and since that time has played an integral part in the two-way communication between the company and its loyal customers and fans. Highlighted with frequent updates, exclusive web-only content and complete product information discussing everything from the recently introduced M&P22 Compact to the master craftsmanship of the Smith & Wesson Performance Center™, the Facebook page has become a routine spot for social interaction.

Andrew Coccari, Senior Vice President of Sales and Marketing for Smith & Wesson, said, "We are grateful to our loyal and dedicated customers across the country for becoming members of our Facebook family and helping us to reach this important social networking milestone. By actively engaging with our fans online we have developed a meaningful community that enthusiastically shares experiences, ideas and conversations. That interaction is a constant source of inspiration and improvement for our company as we remain committed to offering reliable and innovative products, professionally designed to meet the needs of our diverse customer base."

Since its introduction, the Smith & Wesson Facebook page has served as a central communication hub for its active online community. Visitors to the site are granted access to a wide range of premium features including new product spotlights, video installments from Smith & Wesson Shooting Team members, online-only sweepstakes and the most up-to-date information regarding the company's products and services. Through these interactive outlets, the iconic American brand's acceptance continues to transcend generations of like-minded firearms enthusiasts across the globe. Smith & Wesson encourages its supporters to continue to follow the company through all its social media channels for the most complete user experience.

Website - www.smith-wesson.com

Facebook - <http://www.facebook.com/smithwessoncorp>

Twitter - @SmithWessonCorp

Instagram - SmithWessonCorp

YouTube - <https://www.youtube.com/user/SmithWessonCorp>

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, Maine, and Connecticut. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.