

FOR IMMEDIATE RELEASE

Outdoor Industry Contact: Gary Giudice  
Blue Heron Communications  
(800) 654-3766  
[gary@blueheroncomm.com](mailto:gary@blueheroncomm.com)

**Smith & Wesson Names Thomas Kelly as  
Vice President, Marketing and Sales for Thompson/Center Arms**

SPRINGFIELD, Mass. (July 14, 2008) – Smith & Wesson Corp., the legendary 156-year old firearms maker, has named Thomas R. Kelly as Vice President, Marketing and Sales for Thompson/Center Arms. Kelly will be responsible for all Thompson/Center sales efforts, consumer marketing strategies, and brand and business development initiatives. Kelly will also oversee Thompson/Center's new product development and commercialization efforts, while executing the Smith & Wesson Hunting strategy across global distribution channels.

Kelly has amassed 19 years of experience in general management, sales, marketing and business development. Most recently, he served as Vice President - Channel Marketing for Newell Rubbermaid's LENOX Division, where he helped to deliver double-digit annual growth and to transform the division's marketing efforts through the development of a channel and field marketing organization. Kelly previously served as Director of Marketing, Industrial Channel, where he spearheaded growth strategies and new product launch efforts, and supported the development of key distribution partners for the total LENOX business. Prior to Newell Rubbermaid, Kelly was Regional Vice President, Industrial Sales for The Stanley Works - a worldwide producer of tools, hardware and door products, where he led a cross-functional team in developing promotions, pricing, and product positioning as well as business development strategy. Kelly also held a variety of sales and marketing leadership positions with The Stanley Works including Director of Sales, Senior Marketing Manager and Channel Marketing Manager.

"Tom possesses a wealth of knowledge and experience that will be instrumental to Thompson/Center as we build upon the company's leadership position in the black powder and long gun markets," said Leland A. Nichols, President and Chief Operating Officer of Smith & Wesson Corp., a wholly-owned subsidiary of Smith & Wesson Holding Corporation. "His knowledge of distribution networks and his demonstrated ability to lead teams to profitable growth will support our plans to expand our business globally with new and existing customers in all key channels. Tom is also a passionate and accomplished hunter and angler, so he relates well with Thompson/Center customers and products. We're excited to have Tom on board and look forward to his leadership and contributions to the Smith & Wesson and Thompson/Center team."

Kelly received a bachelor's degree in Business Administration, Marketing from the American International College in Springfield, MA and a master's degree in Business Administration from Rensselaer Polytechnic Institute in Hartford, CT.

**About Smith & Wesson**

Smith & Wesson Holding Corporation, a global leader in safety, security, protection and sport, is parent company to Smith & Wesson Corp., one of the world's largest manufacturers of quality firearms and firearm safety/security products and parent company to Thompson/Center Arms, Inc., a premier designer and manufacturer of premium hunting rifles, black powder rifles, interchangeable firearms systems and accessories under the Thompson/Center brand. Smith & Wesson licenses shooter protection, knives, apparel, and other accessory lines. Smith & Wesson is based in Springfield, Massachusetts with manufacturing facilities in Springfield, Houlton, Maine, and Rochester, New Hampshire. The Smith & Wesson Academy is America's longest running firearms training facility for law enforcement, military and security professionals. For more information on Smith & Wesson, call (800) 331-0852 or log on to [www.smith-wesson.com](http://www.smith-wesson.com). For more information on Thompson/Center Arms, log on to [www.tcarms.com](http://www.tcarms.com).