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FOR IMMEDIATE RELEASE

WINCHESTER ADDS VARMINT HE 3/1 SEGMENTING BULLET TO RIMFIRE LINE-UP

Winchester® Ammunition continues to pioneer innovation and expand its rimfire offerings in 2011 by adding the Varmint HE™ 3/1 Segmenting expansion bullet to its rimfire hunting lineup.

The unique 3/1 segment design exclusive to Winchester, features a 37 gr plated HP fragmenting expansion bullet that delivers a blistering 1435 fps velocity, optimized for maximum accuracy. The programmed hollow-point fragments include three forward segments, plus a solid rear core designed to provide explosive impact energy plus penetration. In addition, the Varmint HE consists of non-corrosive priming and clean burning powder to generate a sure fire ignition every time.

“Without a doubt, Varmint HE ammunition provides explosive impact,” said Brett Flaughter, vice president of sales and marketing for Winchester Ammunition. “The 3/1 segmenting design makes this product truly innovative, but unlike other high energy bullets on the market, our new 3/1 fragmenting design allows initial impact shock, and deep penetration resulting in maximum terminal effect.”

The new Varmint HE Bullet features:

- Velocity: 1435 fps
- Grains: 37 gr
- Bullet Type: 3/1 segmenting expansion bullet
- Cartridge: 22LR
- Availability: 2011

- Continued on Page 2 -

Winchester is Proud to be a Leader in the Shooting Sports

Winchester® Ammunition pledged \$500,000 to permanently endow the NRA's Marksmanship Qualification Program, thus becoming the exclusive sponsor of the officially renamed Winchester/NRA Marksmanship Qualification Program.

The Winchester/NRA Marksmanship Qualification Program is a self-paced shooting development program. Open to adults and youngsters alike, the program measures an individual's shooting proficiency against established par scores in 13 courses of fire across three disciplines: pistol, rifle and shotgun.

By supporting the Winchester/NRA Marksmanship Qualification Program, Winchester is providing everyone the chance to explore the benefits that hunting and the shooting sports have to offer. To learn more about the Winchester/NRA Marksmanship Qualification Program, please call 800-672-3888 ext. 1505 or visit www.nrahq.org/youth.

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WINCHESTER INTRODUCES NEW 22 WIN MAG VARMINT HV LOAD

Varmints beware! For 2011, Winchester® Ammunition offers a new 22 Win Mag load designed specifically to enhance performance as well as feed and function in rifles chambered for the popular Winchester 22 magnum rimfire cartridge.

Featuring a lighter weight, 30-grain, V-Max® bullet, the Winchester® Varmint HV™ (High Velocity) round excels at varmint and small-game hunting, target shooting, silhouettes, and plinking. Engineered to be extremely accurate and lightning fast, the polymer tipped Jacketed Hollow Point (JHP) reaches 2250 feet per second (fps) with clean burning powder and non-corrosive priming. The addition of the polymer tip results in explosive expansion while ensuring trouble-free feeding in field conditions.

“This round joins Winchester’s wide selection of rimfire products,” said Brett Flaucher, vice president of sales and marketing for Winchester Ammunition. “The new Varmint HV round is for flat shooting, very effective, and generates an explosive expansion on varmints and small game.”

The new Varmint HV 22 Win Mag features:

- 30 grain plated polymer tip V-Max® bullet
- Muzzle velocity of 2550
- Poly Tip Jacketed Hollow Point
- Clean burning power
- Highly accurate, lightning fast, great for target shooting and small game hunting

For more information about Winchester Ammunition and its complete line of products visit www.winchester.com.

—Continued on page 2—

Winchester Ammunition is proud to be a leader in conservation

NILO Farms®, established by John M. Olin in 1952, is Winchester's prestigious hunting preserve providing guests with quality hunting on more than 640 acres of natural habitat. As one of the finest hunting and shooting facilities in the country, NILO Farms represents the best in game management and safety. Many of the land management practices developed at NILO FARMS have proven to be an example for other waterfowl and upland game bird preserves to follow. For more information about NILO Farms visit www.nilofarms.com.

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WINCHESTER INTRODUCES VARMINT 17 HMR LEAD-FREE BULLET

Winchester® Ammunition takes varmint hunting to a new level in 2011 by adding 17HMR to the Varmint Lead-Free ammunition hunting lineup.

This new lead-free load by Winchester Ammunition features a 15.5 grain bullet designed with a Polymer Tip for ultra-flat trajectories and delivers a blistering 2550 fps velocity. The Varmint LF uses a non-corrosive primer and clean burning powder to generate a sure-fire ignition every time.

“The NTX® Polymer Tip technology assures highly accurate, flat shooting bullets at all ranges,” said Brett Flaugher, vice president of sales and marketing for Winchester Ammunition. “We work hard to offer the most innovative rimfire ammunition, and our offerings continue to expand for small game hunters and shooters.”

The new Varmint LF Bullet features:

- Velocity: 2550
- Grains: 15.5
- Bullet Type: Lead Free NTX® polymer tip jacketed hollow point
- Cartridge: 17HMR
- Availability: 2011

For more information about Winchester and its complete line of products, visit www.winchester.com.

Free Winchester® Ammunition Ballistics Calculator Available on the iPhone

iPhone users can now download the Winchester® Ammunition award-winning Ballistics Calculator for free. Winchester has taken all of the features and functionality from its Web site version of the Ballistics Calculator and developed a user-friendly interface for the iPhone.

The iPhone version of Winchester's Ballistics Calculator will allow users to choose their type of ammunition and compare up to three different Winchester products with easy-to-read, high-tech ballistic charts and graphs. You can customize shooting conditions by entering wind speed and outside temperature, adjust zero marks for sighting in.

The Web based calculator is also live at www.winchester.com/ballistics.

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**WINCHESTER ANNOUNCES M-22™ RIMFIRE ROUND
FOR MODERN SPORTING RIFLES**

Winchester® Ammunition continues to invest in its rimfire product line with the development of a new 22 LR round for use in Modern Sporting Rifles (MSR).

New for 2011, this bullet is designed and packaged specifically for use in the growing number of high-capacity MSR 22 LR's. The new M-22™ features a 40-grain Plated Lead Round Nose bullet optimized for reliable feeding in high capacity magazines. In addition, the M-22 utilizes non-corrosive priming and clean burning powder that delivers an ultrafast 1255 fps velocity and exceptional accuracy.

“The M-22 is designed for the high capacity MSR and provides a smooth functioning, affordable option with great accuracy,” said Brett Flaughner, vice president of sale and marketing for Winchester Ammunition. “We made the M-22 available exclusively in a 1000-round bulk value pack to meet the demands of our customers at an attractive price point.”

The new M-22 LF Bullet features:

- Velocity: 1255 fps
- Grains: 40
- Bullet Type: Plated Lead Round Nose
- Cartridge: 22 LR
- Availability: 2011

- Continued on Page 2 -

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