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American Outdoor Brands and Caldwell Take Home NASGW Awards



***AOB Named Accessory Manufacturer of the Year
Caldwell® Wins Caliber Award for Best New Accessory***

COLUMBIA, Mo., October 26, 2023 – American Outdoor Brands, Inc., (“AOB”) an industry leading provider of products and accessories for outdoor enthusiasts, today announced that it has been recognized as Accessory Manufacturer of the Year by the National Association of Sporting Goods Wholesalers (NASGW). In addition, the company’s Caldwell® brand received the Caliber Best New Accessory Award for the Caldwell® Flash Bang™ Target Hit Indicator. This marks the second time that Caldwell has taken home the Best New Accessory Award at NASGW, and the first time that AOB has been named Accessory Manufacturer of the Year.



AOB employees receive 2023 NASGW Caliber Award

Brian Murphy, President and CEO of American Outdoor Brands, said, “Innovation remains key to our long-term growth, and we are honored to receive this acknowledgement from the voters at NASGW.”

The annual NASGW Caliber Awards offer an unbiased approach to recognizing and honoring new innovative products. The voting panel is comprised of people who buy and sell these products on a daily basis as well as media members who review and report on these products in the field.

Jarrod Grove, Senior Brand Manager for Caldwell, said, “We are excited to receive the prestigious Caliber award, and we would like to thank everyone who voted. The Flash Bang Target Hit Indicator is a great example of the way our creative team at Caldwell tackles an everyday challenge – in this

case, finding a better way to provide instant feedback on long-range target accuracy – and develops an innovative solution. It is great to work with so many passionate target shooters who are always looking for product ideas to solve problems and elevate the shooting experience.”

The Caldwell Flash Bang Target Hit Indicator introduces a dynamic new dimension to the steel target shooting experience: Flashing green LED lights are triggered by an impact on the target, providing immediate and satisfying feedback. The Flash Bang is ideal for shooting targets at long ranges where impacts are difficult to hear, and mirage makes spotting impossible. The self-contained unit features 10 ultra-bright green LED lights visible at over a mile, even in bright daylight conditions and 3 AA batteries (included) with a battery life of over 30,000 impacts. Available at www.caldwellshooting.com, and at major retailers including Scheels, MidwayUSA, Sportsman’s Warehouse, Bass Pro Shops, and Cabela’s.

About American Outdoor Brands, Inc.

American Outdoor Brands, Inc. is an industry leading provider of outdoor products and accessories, including hunting, fishing, camping, outdoor cooking, shooting, and personal security and defense products, for rugged outdoor enthusiasts. The company produces innovative, top quality products under its brands BOG®; BUBBA®; Caldwell®; Crimson Trace®; Frankford Arsenal®; Grilla Grills®; Hooyman®; Imperial®; LaserLyte®; Lockdown®; MEAT!; Old Timer®; Schrade®; Tipton®; Uncle Henry®; ust®; and Wheeler®. For more information about all the brands and products from American Outdoor Brands, Inc., visit www.aob.com.