



April 11, 2013

Dear Valued Customer,

As you are aware, the unprecedented demand for commercial ammunition has exceeded the industry's ability to service the marketplace in the near term and has resulted in an industry-wide shortage at most retail outlets. With more than 2,000 dedicated employees working diligently around the clock, we continue to take appropriate action across our manufacturing enterprise to increase and align production capacity in response to this demand and, ultimately, service your needs – ***this is our first priority!***

Despite our consistent and dedicated efforts, there remains much speculation and misinformation regarding the availability of commercial ammunition. In one example, there are a vocal few who believe that the Department of Homeland Security (DHS) is buying excessive quantities of ammunition thereby restricting availability to the commercial market. Simply stated, this is a false and baseless claim. In fact, we do supply the DHS with a small percentage of ammunition in select calibers consistent with our contractual requirements. However, the commercial market receives the vast majority of ammunition produced to serve the needs of civilian hunters and shooting sports enthusiasts.

As a committed partner to the shooting sports industry, we thank you for your support in dispelling unfounded rumors relating to the supply and demand of commercial ammunition. We continue to support the National Shooting Sports Foundation (NSSF) in representing the legislative interests of our industry.

It is our mission to provide top-quality ammunition and accessories for hunters, sport shooters and to those who protect our country and neighborhoods. For current information regarding our brands and products, please visit the Q&A pages on our websites:

<http://www.federalpremium.com/company/faq.aspx>

<http://www.cci-ammunition.com/education/faqs.aspx>

<http://www.speer-ammo.com/general/faq.aspx>

<http://www.speer-bullets.com/>