FOR IMMEDIATE RELEASE

Smith & Wesson® Pays Homage to the Iconic Lever Gun: Introducing the S&W® Model 1854 Series

MARYVILLE, TN., (1/22/2024) – Smith & Wesson Brands, Inc. (NASDAQ Global Select: SWBI), a leader in firearm manufacturing and design, is proud to announce the release of its first ever series of lever-action rifles, the S&W Model 1854 Series.

In 1854, Smith & Wesson founders Horace Smith & Daniel Wesson patented their first lever gun. Honoring that historic milestone, the classic American lever gun is reborn as the Model 1854 Series, the first to incorporate the feel of Smith & Wesson's revered large-frame revolvers, their smooth action, and iconic craftsmanship.

The all-new Model 1854 Series rifles are built with 19¼-inch barrels, are chambered in .44 Rem Mag, and have a capacity of 9+1. Their design strategically blends the classic aesthetic of the American lever gun while incorporating modern enhancements for those who want more. The Model 1854 has a paired synthetic black and stainless-steel finish across the stock, receiver, forend, and barrel. Key features include M-LOK® slots in the forend, a 4¾-inch Picatinny base for mounting optics, a large loop lever, and a flat-face trigger. Additionally, these rifles contain a side loading gate, utilize side ejection, and include a removable mag tube for improved ease of unloading.

The Model 1854 Limited Edition shares the same feature set, but instead of the M-LOK® capable forend, it boasts a classic high-grade satin walnut finish on both the stock and forend and a polished black PVD finish on the receiver and barrel. Both rifles have an overall length of 36 inches, include a 11/16-24 threaded muzzle, and ship with an XS Sights® adjustable ghost ring rear sight and a gold bead front sight.

"Today, as we proudly unveil the Model 1854 Series, we embark on a journey that pays homage to this timeless design. Meticulously crafted, these rifles fuse the classic craftsmanship of the iconic lever-action with modern engineering to deliver a platform built on reliability and performance. Our new Model 1854 rifles are a nod to tradition and a testament to Smith & Wesson's legacy as an American firearms manufacturer," said Mark Smith, President & CEO.

Model 1854 Series rifles are now available through authorized dealers and have an MSRP of $1,279 and $3,499 (Limited-Edition).

For more information on the S&W Model 1854 Series, visit www.smith-wesson.com.

To stay up to date on all the latest news and events, be sure to follow Smith & Wesson on Facebook, X (Twitter), Instagram, and YouTube.

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About Smith & Wesson Brands, Inc.
Smith & Wesson Brands, Inc. (NASDAQ Global Select: SWBI) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality handgun, long gun, and suppressor products to the global consumer and professional markets under the iconic Smith & Wesson® and Gemtech® brands. The company also provides manufacturing services including forging, machining, and precision plastic injection molding services. For more information call (844) 363-5386 or visit www.smith-wesson.com.

M-LOK is a registered trademark of Magpul Industries Corp. XS Sights is a registered trademark of XS Sight Systems, Inc.