FOR IMMEDIATE RELEASE

I Trust M&P; Smith & Wesson® Recognizes Flagship Series through New Campaign



MARYVILLE, TN., (11/10/2023) – Smith & Wesson Brands, Inc. (NASDAQ Global Select: SWBI), a leader in firearm manufacturing and design, has recently launched the *I Trust M&P* campaign, focused on bringing awareness to the performance and reliability of the M&P series.

The M&P® name originates as far back as 1899 with the introduction of the Smith & Wesson .38 Military and Police revolver model built for the United States military. Fast-forward to 2005, Smith & Wesson released the modernized polymer frame M&P series handgun, which featured a striker-fired system, double-stack magazine, interchangeable backstraps, proprietary take-down method, and enhanced ergonomics. Shortly after, in 2007, the full-size .45 ACP version of the M&P was released and went on to receive the Shooting Industry Academy of Excellence's *Handgun of the Year* award.

At the center of today's M&P handgun family is the M2.0™ series. In January of 2017, Smith & Wesson announced the debut of the full-size M&P M2.0 pistol delivering an advanced platform for personal, sporting, and professional use. It was an entirely new design that comprised a new trigger, frame, finish, and grip creating the ideal pistol for all shooters in all conditions. In recent years, the M2.0 line has continued to expand with modern upgrades and advanced features, now available with micro and compact frames, optic-ready slides, various barrel lengths and thread options, a freshly designed flat-face trigger, numerous caliber offerings, and a wide selection of finishes. The M&P M2.0 handgun line has since adopted Performance Center and Pro Series models, competition-ready packages, and even hunting-based feature sets.

"We're extremely proud of the M&P handgun line. Throughout its tenure in the industry, it has remained true to what Smith & Wesson represents. This platform is dependable, reliable, and durable, and continues to live up to the legacy of our brand. The consistent evolutions of the M2.0 are driven through professional and consumer-based feedback that we look to when designing our products, with a continuous goal of improving performance and delivering the best product," said Vince Perreault, Director of Brand Marketing.

Although the M&P series has been historically represented by handgun categories, Smith & Wesson has produced widely popular rifle platforms including the M&P10 and M&P15, expanded into the bullpup shotgun category with the release of the M&P12, and most recently entered into the PCC market with the launch of a folding pistol caliber carbine, the M&P FPC®. The *I Trust M&P* campaign embodies Smith & Wesson's commitment to designing and manufacturing high-performance firearms that you can depend on and trust.

Be sure to visit www.smith-wesson.com for more information or check out S&W on social media for more *I Trust M&P* content. Facebook, Twitter, Instagram and YouTube.

For Media Inquiries:
Dave O'Connor
Media - Partnership Relations Manager
Media@smith-wesson.com
(413) 452-3714

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 smith-wesson.com.