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CLARUS

Sierra Bullets Makes Strategic Investments in Sales and Marketing

Hired Mayon Sargeant as Vice President of Sales; Partners with Outtech as National Sales Agency

SALT LAKE CITY, May 01, 2018 (GLOBE NEWSWIRE) -- Sierra Bullets, a brand of Clarus Corporation (NASDAQ:CLAR) (“Clarus” and/or the “Company”), a company focused on the outdoor and consumer industries, has hired Mayon Sargeant as vice president of sales.

Mayon brings to Sierra over 15 years of experience in both the outdoor and hunting industries. Over the past year, she served in key account roles for Black Diamond Equipment. Prior to that, she worked at outdoor brands such as Mountain Hardwear, Simms Fishing Products, Cabela’s and Spyder Active Sports.

“As part of our continued focus on building the Sierra brand, as well as investing in sales and marketing, Mayon’s addition represents a key step in our strategic direction,” said John Walbrecht, president of Clarus. “Her deep knowledge of Sierra’s industry and strong leadership skills will be a significant asset as we seek to materially scale the brand.”

In addition, Sierra has partnered with Outtech as its national sales agency. The appointment of Outtech represents a new sales structure for Sierra, as all sales efforts had been handled through a small internal team over the last several years. Outtech is one of the outdoor industry’s leaders in sales and marketing, and maintains a portfolio of brand leaders across the categories they represent. They specialize in taking outdoor brands, products and ideas from concept to execution across a wide range of distribution channels, including big box, distributors, independent dealers and online.

Walbrecht continued: “Outtech is one of the leading outdoor agencies in sales and marketing, with 70 industry specialists across all 50 states. We expect their passion for the outdoors and unparalleled expertise to help drive Sierra’s success in the omni-channel retail marketplace. Alongside our fast-paced innovations, we expect both Mayon and Outtech will help add to the growing momentum Sierra is experiencing in 2018.”

About Sierra Bullets

Founded in 1947 and based in Sedalia, Missouri since 1990, Sierra manufactures a wide range of bullets for both rifles and pistols. Sierra bullets are used for precision target shooting, hunting and defense purposes. For more information, please visit www.sierrabullets.com.

For more information on Outtech, please visit www.outtech-online.com.

About Clarus Corporation

Clarus Corporation is focused on the outdoor and consumer industries, seeking opportunities to acquire and grow businesses that can generate attractive shareholder returns. The Company has substantial net operating tax loss carryforwards which it is seeking to redeploy to maximize shareholder value. Clarus' primary business is as a leading developer, manufacturer and distributor of outdoor equipment and lifestyle products focused on the climb, ski, mountain, and sport categories. The Company's products are principally sold under the Black Diamond®, Sierra® and PIEPS® brand names through specialty and online retailers, distributors and original equipment manufacturers throughout the U.S. and internationally. For additional information, please visit www.claruscorp.com or the brand websites at www.blackdiamondequipment.com, www.sierrabullets.com or www.pieps.com.

Forward-Looking Statements

Please note that in this press release we may use words such as “appears,” “anticipates,” “believes,” “plans,” “expects,” “intends,” “future,” and similar expressions which constitute forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are made based on our expectations and beliefs concerning future events impacting the Company and therefore involve a number of risks and uncertainties. We caution that forward-looking statements are not guarantees and that actual results could differ materially from those expressed or implied in the forward-looking statements. Potential risks and uncertainties that could cause the actual results of operations or financial condition of the Company to differ materially from those expressed or implied by forward-looking statements in this release include, but are not limited to, the overall level of consumer spending on our products; general economic conditions and other factors affecting consumer confidence; disruption and volatility in the global capital and credit markets; the financial strength of the Company's customers; the Company's ability to implement its growth strategy, including its ability to organically grow each of its historical product lines, the ability of the Company to identify potential acquisition or investment opportunities as part of its acquisition strategy; the Company's ability to successfully execute its acquisition strategy or that any such strategy will result in the Company's future profitability; the Company's ability to successfully integrate Sierra Bullets, L.L.C.; changes in governmental regulation, legislation or public opinion relating to the manufacture and sale of bullets by our Sierra segment, and the possession and use of firearms and ammunition by our customers; the Company's exposure to product liability or product warranty claims and other loss contingencies; stability of the Company's manufacturing facilities and foreign suppliers; the Company's ability to protect patents, trademarks and other intellectual property rights; any breaches of, or interruptions in, our information systems; fluctuations in the price, availability and quality of raw materials and contracted products as well as foreign currency fluctuations; our ability to utilize our net operating loss carryforwards; and legal, regulatory, political and economic risks in international markets. More information on potential factors that could affect the Company's financial results is included from time to time in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. All forward-looking statements included in this press release are based upon information available to the

Company as of the date of this press release, and speak only as of the date hereof. We assume no obligation to update any forward-looking statements to reflect events or circumstances after the date of this press release.

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