



# Mission Statement

## Vision

*Our desired future state*

To be the best-run business in America, for the benefit of our Customers, by systematically applying the modern leadership and management principles from the Baldrige Criteria for Performance Excellence.

## Purpose

*Why we exist*

To maximize the long-term value of the organization for our shareholders, by meeting or exceeding the requirements of our Customers, and other key stakeholders.

## Mission

*What we do*

We are a catalog and internet retailer of shooting, hunting and outdoor products relying on high-performing Employees, cutting-edge technologies and the modern leadership and management principles from the Baldrige Criteria for Performance Excellence.

## Core Values

*The shared beliefs that define our culture and foster loyalty*

- Commitment to serving Customers
- Respect for all stakeholders
- Honesty and integrity
- Friendly, helpful and courteous behavior
- Focus on results, accountability and creating value
- Learning, continuous improvement and innovation

Revised by the Board of Directors  
February 17, 2011