



Mission Statement

Vision

Our desired future state

To be the best-run, most respected business in America, for the benefit of our Customers.

Purpose

Why we exist

To be a role-model organization for America and to maximize the long-term value of the organization for our shareholders, by meeting or exceeding our Operational and Long-Term Goals.

Mission

What we do

We are an internet retailer of shooting, hunting and outdoor products relying on high-performing, engaged Employees who share our Values and align with our Culture.

Values

The non-negotiable family principles that guide us

- Honesty
- Integrity
- Humility
- Respect for others
- Teamwork
- Positive attitude
- Accountability
- Stewardship
- Loyalty

Approved by the Board of Directors
October 28, 2013