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Consumers Crown Bushnell Trophy Cam HD in the OpticsPlanet Brilliance Awards

OVERLAND PARK, Kansas – January 4, 2017 – Bushnell, an industry leader in high-performance outdoor products for more than 65 years, announced it has won two 2016 Brilliance Awards from online retailer OpticsPlanet—Best Trail Camera and Best Radar Gun. Decided by popular vote, the Brilliance Awards annually recognize the best of the best in performance optics and sporting equipment.

OpticsPlanet named the finalists vying for the right to bear the coveted Brilliance Award seal, while it was consumers who then cast their votes, choosing the Bushnell Trophy Cam Essential HD as the top trail camera and the Bushnell Speedster III as the best radar gun on the market.

“To be recognized as the leader in trail cameras by OpticsPlanet and its consumers is an incredible honor for our team,” said Bushnell Public Relations Manager Jacob Edson. “We work hard to produce the highest quality and most dependable products on the market.”

The Bushnell Trophy Cam Essential HD provides more top-tier, exclusive features than any other trail camera in its class. It offers a variety of adjustable settings with a fast 0.3-second trigger speed. Stunning 12MP images and 720p HD video reveal exactly what is happening on your property for up to one year on eight AA batteries. The PIR sensor is motion-activated out to 80 feet and the Low Glow IR night flash won't alarm game.

The Bushnell Speedster III Radar Gun is the perfect tool for tracking speed. Developed with years of research and experience at Bushnell, and available exclusively through OpticsPlanet, the Speedster 3 gives athletes, coaches, trainers, hobbyists and more a cost-effective tool for monitoring performance. With a range of 1,500 feet and an accuracy of +/- 1 MPH, the Speedster III is ready to record speeds from 10 to 200 MPH at any track, arena or stadium. And with its RF (radio frequency) technology, users can broadcast recorded speeds in real time to the Bushnell SpeedScreen Display (sold separately), making it that much easier to track performance.

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.com

About Vista Outdoor

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, Europe and New Zealand. For news and information, visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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