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FOR IMMEDIATE RELEASE

Easy-To-Use Trophy Cam HD Essential E2 Delivers Enhanced Imagery Day or Night

OVERLAND PARK, Kansas (July 11, 2016) – Bushnell, an industry leader in high-performance outdoor products for more than 65 years, has again raised the bar in performance and value. The new Trophy Cam HD Essential E2 defines long-lasting efficiency and ease of use while improving both day and nighttime imagery.

Built on the rugged Trophy Cam HD Aggressor chassis, the new Essential E2 employs an easy-to-use latch and lets hunters keep a watchful eye on their favorite outdoor hotspots around the clock.

The camera is amazingly efficient, too. The power-saving Trophy Cam HD Essential E2 runs up to 12 months on one set of eight AA batteries.

Ensuring the best detection and images, the adjustable PIR (passive infrared sensor) is motion-activated out to 80 feet and fires a 32-LED dynamic night vision flash for premium images at night. The camera is also SD slot compatible with cards up to 32 GB and features audio record; a redesigned, easy-open case; plus date, time, temperature and moon stamp.

With a lightning-fast 0.3 second trigger speed, and three resolution options between 3-, 8- and 12-megapixels, the camera ensures crisp, vivid photos and video.

The Essential E2 also allows users to adjust trigger interval from 1 second to 60 minutes. Plus, adjustable settings allow you to capture one to three images per trigger, or 5- to 60-seconds of 1,280x720-pixel HD video. Also standard is Field Scan 2x time-lapse mode, which takes images at pre-set intervals from 1 to 60 minutes.

Plus, every Trophy Cam camera comes with a free one-month trial of DeerLab, a web-based subscription service that analyzes data from your photos and from weather services to help create a profile for each buck on your property, including how often, when, and under what weather and wind conditions a buck tends to be on his feet — and potentially walking under your stand.

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

DeerLab is a leading web-based service that analyzes data from your trail camera photos and combines with data from weather services to help create profiles of game on your properties. Visit www.deerlab.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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