



**Contact: Jake Edson**  
Communications Manager  
Outdoor Products  
(763) 323-3865

E-mail: [pressroom@vistaoutdoor.com](mailto:pressroom@vistaoutdoor.com)

FOR IMMEDIATE RELEASE

## **New Bushnell LRHSi 4.5-18x 44mm Riflescope Boosts Accuracy in All Light Conditions with Illuminated Reticle**

### **Latest Member of Long Range Hunting Scope Series Delivers Surefire Performance and Unparalleled Accuracy at Extreme Distances**

**OVERLAND PARK, Kansas (July 18, 2016)** – Bushnell, an industry leader in high-performance optics for more than 65 years, now offers its proven Elite Long Range Hunting Scope (LRHS) with an illuminated reticle to help hunters quickly put their aiming point on target in all light conditions, even at extreme distances.

Like the original LRHS, the new LRHSi 4.5-18x 44mm riflescope is built specifically to give long-range hunters unparalleled accuracy. It features a first focal plane G2H-i mil-based illuminated reticle, which allows hunters to range targets at any magnification and easily make critical hold adjustments with .1 mil clicks. Plus, the low-profile, target-style elevation turret with RevLimiter zero stop allows shooters to quickly return to zero without dialing past.

The LRHSi also offers a fast-focus eyepiece and side-parallax adjustment to retain a crisp, clear sight picture at any range. Aiding in visual performance, the lens' patented RainGuard HD coating creates a permanent barrier that beads water to scatter less light and give a clear view in conditions that would render untreated optics unusable. The scope is also Argon-purged for ultimate waterproof integrity.

Additional accuracy-enhancing features include a 30mm tube diameter for increased adjustment travel; light-saving, fully multi-coated optics with Ultra Wide Band anti-reflection lens treatments; and resettable, capped windage turret. With an overall length of 14.2 inches and 3.94-inch eye relief, the LRHSi weighs in at just 26.5 ounces, making it a lightweight yet critical addition to your long-range shooting platform.

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](http://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](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

###