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FOR IMMEDIATE RELEASE

Bushnell Announces AR Optics Laser Sights

Three Laser Sight Systems Join the Popular AR Optics Line

OVERLAND PARK, Kansas – October 16, 2017 – Bushnell, an industry leader in high-performance optical solutions, announces the addition of three high-end laser sights to its industry-leading line of AR Optics.

Bushnell's AR Optics line is already the category leader for MSR. New this year, AR Optics now offers laser lighting systems in the Haste, Chase and Rush. Each model is a purpose-built laser sight with advanced features and high-performance output.

"More and more MSR users are finding the benefits of laser sighting systems impossible to ignore," said AR Optics line manager Bryan Parrish. "Our engineers worked tirelessly to advance these systems, with innovative designs purpose-built for the rifle platform. With high-output lasers and easy one-button, constant-on operation, the Haste, Chase and Rush outperform the competition and offer users a better way to make the shot."

Waterproof, ergonomic and ready for every MSR – including AR pistols — the Bushnell AR Optics Haste is the epitome of forward-grip lasers. Available in red or green laser options, the Haste mounts under the bore, and provides a bright, continuous, long-lasting beam with the push of a single button. The waterproof construction ensures it won't falter in bad weather.

"Keeping the laser in-line with bore is paramount to accuracy," Parrish said. "And we were able to do that with improved ergonomics. It allows you to better grip the rifle and provide a more stable shooting platform."

The AR Optics Chase is two sights in one. Push a button for a bright, continuous laser beam available in red or green. Flip-up the post for a physical sight. The Chase mounts over the bore, allowing for a seamless, accurate transition between multiple targets. The back-up sight is ideal for longer shots, and integration saves valuable space on the accessory rail.

“Back-up iron sights are an important part of many shooters’ MSR accessory kit,” Parrish said. “We combined the BUIS with a laser to cut weight and also increase the laser’s accuracy by aligning it with the bore.”

The AR Optics Rush is a hi-rise optics mount with built-in laser sight for close quarter environments. The integrated, offset laser saves space on the rifle. It is available in red or green, and projects a continuous, powerful beam with one push of a button. It replaces standard optics mounts, and is compatible with any optic that can be mounted on a picatinny rail.

“Like the Chase, the Rush combines two essential accessories,” Parrish said. “It takes the optics mount and makes it a dual-purpose accessory. These purpose-built products with industry-leading technology embody the AR Optics line, and they further expand the AR Optics supremacy within this key category of the firearms market.”

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit <http://bushnell.com/aroptics>.

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, and Europe. 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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