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FOR IMMEDIATE RELEASE

## **Bushnell Engage Optics Line Now Shipping**

### **Best-In-Class Optics Line Includes Riflescopes and Binoculars**

**OVERLAND PARK, Kansas – July 5, 2017** – Bushnell, an industry leader in high-performance optical solutions for more than 65 years, offers a new line of high-quality, performance-driven optics for modern hunters and shooters. Now arriving at Bass Pro Shops, Cabela's, Scheels, Sportman's Warehouse and online at [www.midwayusa.com](http://www.midwayusa.com), the new Engage riflescopes and binoculars represent the latest evolution in Bushnell optics.

"The Engage line is built to outperform all other comparable scopes and binoculars and completely dominate the elements," said Curtis Smith, Global Product Director for Bushnell. "The only sure thing about any environment is that it will change, but Engage optics were built from the inside out to deliver world-class performance every time, in every condition."

Engage scopes and binoculars boast fully multi-coated glass that captures bright, clear images while preventing glare and actively repelling water, oil, dust and debris. The new EXO Barrier is the absolute best protective lens coating-technology Bushnell has ever developed. Added at the end of the coating process, EXO Barrier molecularly bonds to the lens and fills microscopic pores in the glass. The result is an ultra-slick coating that repels water, oil, fog, dust and debris. Rain, snow, fingerprints and dirt will not stick. Plus, the bonded coating will not fade from the passage of time or normal wear and tear.

Engage riflescopes feature a new look, upgraded features and a brand new Deploy MOA reticle that offers 1-MOA windage and elevation hashmarks. Dialing in these scopes is easier than ever with several configurations featuring Toolless Zero Reset Locking Turrets.

Available in nine configurations from 2-7x36mm up to 6-24x50mm, all Engage riflescopes feature Butler Creek Flip Caps, the new Deploy MOA Reticle and Bushnell's new Ironclad Warranty. Five models feature a 1-inch tube and low-profile, capped

elevation and windage turrets. An additional four models boast rugged 30mm tubes and the new Toolless Zero Reset Locking Turrets.

“Engage scopes offer a full suite of the modern features hunters and shooters are looking for,” said Greg Palkowitsh, Rifle Scope Product Manager. “The Deploy Reticle and Zero Reset Turrets give shooters all the confidence they need for mid- to long-range shots.”

Adding to this best-in-class optic line, Engage also includes premium binoculars. Like the riflescopes, Engage binoculars are backed with the all-weather assurance of Bushnell’s exclusive EXO Barrier that repels dirt, debris, oil and moisture.

With four configurations from 8x42mm to 12x50mm, these stunning binoculars feature fully multi-coated optics to offer maximum brightness and clarity, and a lightweight and rugged chassis. ED Prime Glass ensures razor-sharp images while the PC-3 Phase Coating enhances resolution and contrast.

“The image is bright, clear and sharp thanks to ED Prime Glass, Dielectric coating, and PC-3 Phase coating,” said Chad Van Brunt, Binocular Product Manager. “And these are amazingly rugged binoculars. The chassis is built to take a beating. Plus, a locking diopter permanently secures the desired focus setting, so you can maintain focus and quickly get on target.”

“No matter which Engage you choose, you’ll get best-in-class performance at no risk with the Bushnell’s new Ironclad Warranty,” added Smith.

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 [www.bushnell.com/engage](http://www.bushnell.com/engage)

### **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).

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