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Bushnell Receives 2017 Optic of Year Recognition

Bushnell's Elite 1-Mile Rangefinder with CONX Technology Receives NRA *American Rifleman* Magazine's Golden Bullseye Award

OVERLAND PARK, Kansas – February 8, 2017 – The National Rifle Association (NRA) magazine *American Rifleman* has awarded Bushnell's Elite 1-Mile ARC laser rangefinder with CONX Technology the Golden Bullseye Award for 2017 Optic of the Year. Bushnell representatives will accept the prestigious honor Friday, April 28, during the 2017 NRA Annual Meetings & Exhibits in Atlanta, Georgia.

American Rifleman magazine is the world's oldest and largest firearm authority. Its coveted Golden Bullseye Awards acknowledge the finest products available in the shooting sports.

"We are pleased to announce the winners of the 2017 Golden Bullseye Awards," said Doug Hamlin, executive director of NRA Publications. "This year's winners exemplify what NRA members want in their shooting and hunting equipment—outstanding performance, innovative design and value. We congratulate those who have created the industry's best new products."

To qualify for consideration for a Golden Bullseye Award, the product must meet a variety of demanding criteria covering design, function, value and overall contribution to the shooting industry. The product must also demonstrate extreme reliability and exceed evaluators' expectations in rigorous field testing.

The Elite 1-Mile ARC laser rangefinder with CONX Technology eliminates the math and guesswork needed for dialing in long-range accuracy by providing instant, custom ballistic data for precise shot placement at a moment's notice. The military grade

rangefinder features wireless connectivity to interface with a custom smartphone app that allows users to select or craft custom ballistic curves. It then provides precise holdover data within the rangefinder display and on the smartphone. The device also offers an Applied Ballistics mode that connects with CONX-compatible Kestrel devices that feature environmental data collection—including wind—allowing shooters to make real-time windage compensations for unparalleled first-shot accuracy.

“It’s an honor to take home a Golden Bullseye award that recognizes our dedication to innovation and quality,” said Curtis Smith, Global Product Director for Bushnell. “The CONX system is designed to be a shooting coach in a box. It levels the playing field and allows anyone to stretch their range to 1,000 yards or more.”

The Elite 1-Mile with CONX is built for professional marksmen. It offers 7x magnification, pinpoint precision and high-quality optics in a rugged yet compact design. Featuring the second generation E.S.P (Extreme. Speed. Precision.) turbo processor, the device quickly and accurately acquires distances from 5 to 1,760 yards, with up to +/- one-yard accuracy. A sturdy, rubber-armored housing protects the unit’s fully multi-coated optics and provides 100 percent waterproof and fog proof performance. It features Bushnell’s patented RainGuard HD, a permanent anti-fog and water repellant coating that gives users a clear view in the toughest conditions.

The Elite Tactical 1-Mile CONX is available as a standalone unit, or a package with Kestrel device included.

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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