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FOR IMMEDIATE RELEASE

Bushnell Announces Three New Premium Hunting Optic Lines Designed to Provide Clarity in Any Condition

Prime, Nitro and Forge Headline a Whole New Bushnell Product Slate

**See the New Bushnell Prime, Nitro and Forge Optics at the 2018 NRA
Annual Meetings & Exhibits**

OVERLAND PARK, Kansas – May 3, 2018 – Bushnell, an industry leader in high-performance optics, announces three new premium hunting optic lines engineered to provide clarity in any condition. The new Prime, Nitro and Forge lines will be on display in the Bushnell booth (#7530) at the 2018 NRA Annual Meetings & Exhibits, which runs May 3-6 in Dallas, Texas.

Engineered here in the United States, and built with premium components, exclusive technologies and the most sought-after features in the industry today, Prime, Nitro and Forge riflescopes, binoculars and spotting scopes set a new standard for performance in low-light and adverse conditions.

“It’s a new day at Bushnell,” said Matt Rice, Brand Manager. “These three new lines encompass more than 100 new SKUs with industry-leading technologies that focus on the singular promise of bringing our consumers the very best view possible under any condition imaginable. Starting off with Prime and leading up to the highest level of performance with the Forge, these binoculars, riflescopes and spotting scopes will beat the competition when it matters most—in the field when everything is on the line.”

All of the new optics feature Bushnell’s exclusive EXO Barrier external lens coating. Added at the end of the coating process, EXO Barrier molecularly bonds to the lens and fills the microscopic pores in the glass. It is, quite simply, the best protective lens coating technology Bushnell has ever developed. The result is an ultra-slick coating that repels water, oil, fog, dust and debris. And it is built to last. The bonded coating will not fade with the passage of time or normal wear and tear.

Bushnell has always been at the forefront of quality and value, and Prime binoculars, riflescopes, spotting scopes and rangefinders are the next step in the evolution. With six binocular and riflescope configurations to cover every viewing scenario, Prime optics are fully multi-coated and waterproof, offering crisp, bright images in every environment.

“Like all of these lines, head-to-head, Prime out-works and outperforms the competition,” Rice said. “Low-light performance is outstanding, providing hunters several extra precious minutes of shooting light at those most critical times.”

Bushnell’s new Nitro binoculars and spotting scopes are built to deliver even more with ED Prime Glass lenses that deliver true-to-life color. Plus, the proprietary EXO Barrier lens coating and rubber armor housing protect the binoculars from just about anything hunters could ever encounter. Nitro riflescopes are available in five configurations with a total of 35 reticle and color options. They are also built to withstand every environment. The fully multi-coated optics deliver bright, high-contrast images with minimal eyestrain. Nitro laser rangefinders are next-level, with range extending to one mile and beyond. Forged polymer armor housings and EXO Barrier protective coatings on the lenses ensure that Nitro laser rangefinders perform, rain or shine.

“Nitro was designed to give hunters the clearest view in the foulest conditions,” Rice said. “With all the features our consumers demand and all the technology we can provide, simply put, Nitro gives you more clarity and more time to focus on what matters.”

Bushnell’s Forge line of riflescopes, spotting scopes and binoculars are built with the most exacting specifications to ensure nothing is missed, literally. Every element in the optical path features the very best coatings Bushnell has to offer. The brightness, resolution and color produced by Forge are the best in class. It’s as simple as that. Forge riflescopes provide every feature hunters and shooters have asked for—from exposed, locking zero-stop turrets and first- and second-focal-plane models, to ballistic reticles and perfectly-positioned, adjustable-height magnification change levers.

“Bushnell’s Forge line of optics are packed with features serious shooters demand,” Rice said. “They are weatherproof and waterproof, and equipped with the necessary tools to adjust to every shooting condition. Ultra Wide Band Coating provides optimum brightness and true color in every lighting condition, especially under harsh, bright, sunlight or in those very last few moments of shooting light when competitor optics begin to fail.”

“Throughout these lines, we’ve focused on creating the best performance in terms of contrast and resolution,” added Rice. “They will outperform the competition, and are built on a promise to surpass our customers’ expectations.”

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in quality optics. Its products have made it a global leader in hunting, shooting, outdoor

sports, bird and wildlife watching, tactical and law enforcement, and general observation. 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, 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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