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FOR IMMEDIATE RELEASE

Bushnell Offers Father's Day Promotions

Not Sure What to Get Dad: Use Bushnell's Online Buyer's Guide

OVERLAND PARK, Kansas – June 4, 2019 – Bushnell, an industry leader in high-performance optics, announces several Father's Day offers and tools to make his day the perfect one.

Customers can celebrate Dad with instant savings on select Prime and Nitro products. Receive \$50 of instant savings off Bushnell Prime 10x42 binoculars, as well \$30 or \$50 off select laser rangefinders. Prime 10X42mm binoculars provide a lightweight, durable, and waterproof construction that will weather any storm. The BAK4 phase-coated prisms, and fully multi-coated optics ensure excellent low light performance and clarity when it matters most. Exclusive EXO Barrier protection repels water, oil, dust, debris and prevents scratches. IPX7 Waterproof construction ensures the optics stay dry inside, even when immersed in three feet of water for up to 30 minutes.

The offers run June 1 through 30, with a redemption deadline of July 31. Buyers should review the offers' full terms and conditions for details. Visit www.bushnell.com/fathers-day-sale for more information.

Not sure what to get Dad for Father's Day? Bushnell's online Buyer's Guide allows users to shop for gift ideas by activity or product type. From bowhunting and 3-gun to boating and bird watching, this online guide will help anyone find the perfect gift for Dad. Visit the buyer's guide at www.bushnell.com/buyers-guide.

Bushnell, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information on all Bushnell promotions, visit <https://www.bushnell.com/promotions/>.

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 65 years. Our guiding principle is to provide the highest

quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

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