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FOR IMMEDIATE RELEASE

Bushnell Announces New Laser Rangefinder Models

New Prime, Nitro and Engage Rangefinders Offer Up to 2x Better Light Transmission in Low Light Conditions

OVERLAND PARK, Kansas – April 26, 2019 – For more than 20 years, Bushnell has been at the forefront of laser rangefinder innovation. No longer just a handy aid, the rangefinder has become a must-have tool for hunters and shooters across the World. Today, Bushnell is proud to announce the next generation of rangefinders, designed to deliver industry leading light transmission in five product offerings. For 2019, Bushnell is excited to announce the all new Prime 1300 and 1700, Engage 1300 and 1700 and Nitro 1800 rangefinders.

Each new rangefinder has been engineered to be up to two times brighter than competitive models in its class. Each new model is engineered with an all-glass optical system and also features an enhanced LCD Display. Fifty-percent larger objective lenses let more light in, and fully multi-coated optics with ultra-wide band coating provide sharp, clear images. Bushnell's exclusive EXO Barrier lens coating ensures protection against the elements.

In addition to these premium features, the new rangefinders also feature an enhanced, ergonomic design. All of the new models are standard with slimmed down housing that is designed to balance evenly in the hand and offer a comfortable grip with, or without, gloves. Rubber over-mold ensures a positive grip while adding a layer of protection.

Each of the new models are built with a proprietary algorithm to ensure quick, consistent readings. Plus, all of the new Prime, Engage and Nitro rangefinders feature a two-lens system—typically only found on more expensive models—along with a powerful laser diode for longer, more accurate ranging. With 6x magnification and up to two times the light transmission, the new Bushnell rangefinder class is clearly brighter in every way.

Leading the pack, the new Nitro 1800 6x24mm takes all of the latest advances in laser rangefinders and packs them into a high-performance optic perfectly suited to long-range hunting or competition. With an Applied Ballistics engine, the Nitro 1800 can crunch bullet load and range data and effortlessly provide a perfect firing solution—while also communicating near-instantaneously through Bluetooth connectivity to the Bushnell Ballistics App. This combo will pair hold-over data to your preferred scope and reticle configurations for fast and easy hold-over or click adjustment.

The Nitro 1800 features lightning-fast responses and reliable scan mode, along with maximum low-light performance. It will range non-reflective targets such as deer and elk to 800 yards and reflective targets out to 2,000 yards. In addition to the Applied Ballistics base software, the Nitro 1800 also offers Bushnell's ARC (Angle Range Compensation) Rifle and Bow modes. The unit has a minimum advertised price of \$349.99.

The Prime 1300 and 1700 offer ranging of reflective targets to 1,300 and 1,700 yards, respectively. Each offers 6x magnification and a 24mm objective lens. Both units feature Bushnell's exclusive ARC with Bow and Rifle modes as well as Scan, Bullseye and Brush targeting modes. MAP pricing will be \$169.99 and \$199.99, respectively.

The Engage 1300 and 1700 are also available in a 6x24mm configuration. They will hit non-reflective targets, such as deer out to 400 and 500 yards, respectively, and will range reflective targets to 1,300 and 1,700 yards. Both units feature ARC with Bow and Rifle modes, as well as Scan, Bullseye, and Brush targeting modes. The Engage 1300 and 1700 will have MSRP pricing at \$256.95 and \$298.95, respectively.

All of these units will be on display at the Bushnell Booth (#4955) at the 2019 NRA Meetings & Exhibits Show April 26 to 28 in Indianapolis. Show attendees can see them first-hand and also test their performance in the Low Light Challenge that is part of the booth activities.

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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