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FOR IMMEDIATE RELEASE

Bushnell Named Official Riflescope Sponsor of Precision Rifle Series

Bushnell to Lead PRS Southeast Regional Series

OVERLAND PARK, Kansas – February 26, 2019 – Bushnell is proud to have been named the Official Riflescope Sponsor of the Precision Rifle Series and title sponsor for the PRS Southeast Regional Series.

“We are beyond proud to officially announce our 2019 partnership with Bushnell Elite Tactical as the official riflescope of the Precision Rifle Series,” said Shannon Kay, PRS director. “The Bushnell Elite Tactical brand has taken center stage in the PRS, and their commitment to building relationships and incredible optics makes them perfect partners of the PRS.”

Bushnell has been making high-end precision optics for the PRS for years. The Elite Tactical line includes the new DMR-II Pro and XRS-II that are designed specifically for PRS-style competition, delivering precisely aimed rounds at extreme distances. Crafted to exacting standards, they both offer ED Prime Glass for the richest color and contrast, even in low-light conditions.

“The Precision Rifle Series is a fast-growing, highly-competitive shooting discipline that has become one of the ultimate proving grounds for precision optics,” said Matt Rice, brand manager for Bushnell. “It’s where our long range Elite Tactical scopes are born, and we are excited to see our products put to the test with the amazing shooters on the PRS Series trail. We’re equally excited to be the official riflescope of an organization that is growing and promoting shooting across the country.”

This year Bushnell Elite Tactical will again be a title sponsor of the largest PRS competition in the world, the Bushnell Tactical GAP Grind Pro/Am with over 400 competitors in 2018. The match format will again be a Professional/Amateur individual and team match to promote sportsmanship and welcome new shooters to the competition scene. Top competitors, new competitors, and everyone in between from around the country are invited to attend. The match will be hosted at the K&M Shooting Complex in Finger, Tennessee October 4 to 6.

Bushnell will additionally be the title sponsor of the Bushnell Tactical Vapor Trail Steel Siege, another incredible PRS Pro Series Competition taking place on September 28, 2019 in Spickard, Missouri.

PRS is an annual points race for several series, including the PRS Bolt Gun Series, PRS Gas Gun Series and PRS Club Series. The matches involve the practical application of long-range rifle shooting born out of military, law-enforcement and hunting scenarios.

The PRS' Southeast Regional Series, sponsored by Bushnell Elite Tactical, covers 10 Southeastern states and has already held several matches in 2019. Divisions include Tactical, Production, Lady, Senior, Junior and Military/Law-Enforcement. For more information on upcoming matches, visit <https://www.precisionrifleseries.com/profiles/clubs/SE>.

Bushnell, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information on our shooting team and ambassadors, visit www.bushnell.com/Community/Ambassadors.

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.

About Precision Rifle Series

Born out of military, law enforcement, and hunting scenarios, the practical application of the precision rifle is the underlying theme for all series. Whether you are looking for a local club to join, wanting to compete with America's favorite rifle, the AR-10/15, or you want to test yourself against the best shooters in the nation and the world, the PRS has a spot for you. The Precision Rifle Series is a yearly point race for several series including the PRS Bolt Gun Series, PRS Gas Gun Series, and the PRS Club Series. The intent is to provide a national framework as the aggregation point for local, regional, and national matches; tracking scores and the growth of the practical, long-range rifle discipline. By providing structure and governance, the growth of the discipline has been exponential since the PRS was launched in 2011 thanks to the exceptional coalition of the match directors, shooters, and sponsors participating in the PRS. For more information visit www.precisionrifleseries.com.

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