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FOR IMMEDIATE RELEASE

Bushnell Offers AR Optics Rebate

OVERLAND PARK, Kansas – March 7, 2019 – Bushnell, an industry leader in high-performance optics, is pleased to announce its AR Optics Rebate. This limited-time offer lets consumers purchase a Bushnell AR Optics riflescope (excluding red-dot) and receive \$40 back. The rebate is limited to five qualifying products per person or household, and there's a \$200 maximum payout per person or household. The offer began March 1 and runs through March 31, with an April 30 redemption deadline.

Bushnell's growing AR Optics line has a scope specifically tailored for almost every prevalent caliber in the AR platform — including 22 LR, .223/5.56, .308 Win., .300 BLK, and even the red-hot 6.5 Creedmoor and .224 Valkyrie.

AR Optics riflescopes feature fully multi-coated optics throughout the lineup to deliver crisp images in every lighting condition. Custom BDC reticles purpose-built for each model allow precise elevation holds with today's most popular calibers. Other features are model specific, including two options with illuminated reticles and four that are standard with robust 30mm tubes. In all, the AR Optics line boasts 11 models in configurations from 1-4x24mm to 4.5-18x40mm with eight optimized reticles.

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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