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FOR IMMEDIATE RELEASE

Bushnell Announces Military VIP Program

Military and Veteran Purchase Program Now Available on Bushnell.com

OVERLAND PARK, Kansas – November 11, 2019 – Bushnell, an industry leader in high-performance optics, is pleased to announce that a new VIP Purchase Program is now available for all members of the U.S. Military.

The new Bushnell VIP Program, open to all military personnel from all branches of service - active, retired, and veterans – provides everyday discounts on any Bushnell product. Whether used for personal or duty use, the new program enables special VIP pricing for the men and women of the U.S. Military.

“It is both an honor and a privilege to be able to offer members of our U.S. military with a discount program that offers significant year-round savings on any Bushnell product,” said Vishak Sankaran, President of Bushnell. “Every day, these men and women go to extreme measures to keep our country safe and to protect the freedoms we enjoy. While we can never fully repay them for all the sacrifices they have made, we are proud to support them through our VIP Program.”

Prospective applicants can apply for the program starting November 11, 2019 by visiting <https://www.bushnell.com/military-program>. Once verified, members can immediately begin placing orders. For questions on warranty, returns, and customer service please utilize the Support tab link on <https://www.bushnell.com/>. All VIP orders must be submitted online. Buyers are encouraged to review the offers' full terms and conditions for details.

Bushnell, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information on the new VIP Program or to view any of the company's product, visit <https://www.bushnell.com/>.

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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