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FOR IMMEDIATE RELEASE

Bushnell® Now Shipping Powerview™ 2 Binoculars

New 'Do It All' Binoculars Built for Durability with Modern Exterior Design

OVERLAND PARK, Kan. – August 4, 2020 – Bushnell®, an industry leader in performance optics, announced today that it has started shipping the [Powerview™ 2](#), an evolution of their popular Powerview line of binoculars that have offered industry-leading value for over a decade.

A versatile, general-use binocular, Powerview 2 models feature an aircraft grade, aluminum alloy chassis built for durability without adding unnecessary weight and bulk. Each model sports high-quality, soft-touch black rubber armor and brushed metal texture finishes that give it an eye-catching modern exterior design and superior ergonomics.

Available now for purchase at prices ranging from \$39.99 to \$79.99, Powerview 2 fits within nearly everyone's budget. The line offers compact, mid- and full-size options in roof or porro prism configurations ranging from 10x to 20x magnification. This wide assortment provides multiple options for any outdoor adventure.

Multi-coated optics provide a clear, vibrant image, even in low light. The focus wheel is designed for ultra-smooth performance, allowing the user to quickly focus on the subject and get exceptional definition. All Powerview 2 binoculars have an adjustable diopter, and come with soft-touch rubber armor that's textured along the sides and on the bridge for easy handling and a confident grip.

Powerview 2 binoculars are available in the following configurations and prism systems: Compact 10x25mm folding roof prism, 16x32mm folding roof prism. Mid-size 10x42mm roof prism, and Full Size 10x50mm Porro prism, 12x50mm Porro prism and 20x50mm Porro prism. All models have fold-down eyecups except for the 10x42 roof prism model which has twist-up eye cups.

All mid and full size Powerview 2 models are tripod compatible. Available accessories include a tripod adapter and bino harness. For more information on this new line of products please visit <https://www.bushnell.com/binoculars/powerview-2/>

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 70 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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