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FOR IMMEDIATE RELEASE

New Laser Rangefinders and Celebrity Appearances to Premiere in Bushnell Booth at 2020 ATA Show

OVERLAND PARK, Kansas – January 7, 2020 – Bushnell, an industry leader in performance optics, will showcase new laser rangefinders and host celebrity appearances during the 2020 ATA Show, which runs January 9-11 at the Indiana Convention Center in Indianapolis, Indiana.

Among the latest products from Bushnell set to debut include the new Prime 1300 and 1700 rangefinders which have been designed to deliver double the light transmission over other competitive models. Other new rangefinder models include the Nitro 1800 powered by Applied Ballistics. Featuring an upgradeable ballistics solver along with Bluetooth® connectivity and the ability to pair the rangefinder to the Bushnell Ballistic app, the Nitro 1800 provides users with all the data they need at the push of a button.

Attendees who stop by booth No.1419 can also put the optical clarity of the new rangefinders to the test as part of the Bushnell “Low Light Challenge.” Engineered with a 40% larger objective lens paired with an all glass optical system that brings more light to your eye for a brighter, crisper image at dusk and dawn, the new rangefinders deliver up to a 2x brighter viewing experience. During the ATA Show, visitors can test the Bushnell optics head to head against other competitive models to see for themselves who delivers the best clarity when it matters the most.

Throughout all three days of the show, Bushnell will be giving away Cracker Jacks that are randomly marked with special prizes. Each day, there will be one “golden ticket” given out that will provide a lucky winner with one of the new sought-after laser rangefinders. No purchase is necessary to enter, but attendees must be present to win. Full details regarding the giveaways will be listed in the booth.

Those in attendance are also encouraged to stop by and talk with well-known Bushnell hunt celebrities the Bone Collectors (Michael Waddell, Travis Turner and Nick Mundt) as well as the popular WhiteFreaks duo of Don and Kandi Kisky.

The brotherhood themselves – Waddy, T-Bone and Nick – will be in the Bushnell booth on Friday, January 10th from 11am to noon. The Bone Collectors will be signing autographs and telling jokes with fans, so don't miss your chance to see this legendary trio in action and hear for yourself why they only trust Bushnell optics.

On Saturday, January 11th from 10-11 am, come meet the Freaks, as Iowa natives and hosts of the long-running Whitetail Freaks television show - Don and Kandi Kisky - will be in the Bushnell booth. Be sure to stop by and say hi to the husband and wife team and hear from them why they made the switch to Bushnell.

To learn more about Bushnell's newest rangefinders, be sure to visit

<https://www.bushnell.com/products/rangefinders/>.

For more information about the 2020 ATA Trade Show exhibitor map and other information, go to www.archerytrade.org.

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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