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FOR IMMEDIATE RELEASE

Bushnell Introduces New Prime™ Riflescopes

New Models Provide Options for an Illuminated Reticle Plus Multiple Turret System

OVERLAND PARK, Kansas – January 21, 2020 – Bushnell, an industry leader in performance optics, has expanded its line of Prime riflescopes with two new models for 2020. Engineered to serve as the new standard in hunting optics, the Prime lineup now includes a 3-9x40mm rifle scope with an illuminated Multi-X reticle for low light situations along with a 3-12x40mm rifle scope packaged with seven custom turrets pre-calibrated for some of today's most popular hunting calibers.

Designed to provide hunters with an extra advantage afield, both new Prime rifle scope models feature fully multi-coated optics for a bright, clear view at dusk and dawn. Each rifle scope has been further enhanced with Bushnell's proprietary EXO™ Barrier lens coating. This patented process, when applied to glass, molecularly bonds to the exterior lens surfaces resulting in a super-slick coating that repels water, fog, dust and debris. Formulated to last over the lifetime of the rifle scope, the new EXO Barrier coating ensures that your view of the target will always be clear even when the weather is not. Additional standard features found on both rifle scopes include a 1-inch tube and second focal plane design along with a fast focus eyepiece.

The new 3-9x40mm Prime rifle scope is available with an illuminated Multi-X reticle to assist with quick target acquisition. Six brightness settings enable precise aiming in any lighting situation while the scope's low-profile design allows it to be easily mounted on a variety of firearm platforms. In addition, the rifle scope features capped elevation and windage turrets to prevent unwanted movement along with a fixed 100-yard parallax.

For those shooters seeking quick elevation adjustments for some of today's most popular hunting calibers, the new Prime 3-12x40mm rifle scope is the answer. Packaged with seven exposed elevation turrets, the new models make it easy to match your rifle scope to your preferred cartridge. Pre-calibrated to provide a simple one-click solution, the Prime rifle scope offers turrets customized for MOA, 17HMR, 22LR, 450 Bushmaster along with muzzleloaders (250/300gr) as well as 12- and 20-gauge options.

The new Prime riflescopes is the perfect option for those seeking quick and easy ballistic accuracy.

The two Prime riflescopes along with other new optics models will be on display during the 2020 SHOT Show (Booth No 14551), January 21-24 at the Sands Expo Center in Las Vegas, Nevada.

For more information on these new products or to view the complete line of Bushnell optics, visit 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