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### **Bushnell Named Official Optic of Realtree®**

Bushnell to be the Exclusive Optic of Realtree Television and Digital Properties

**OVERLAND PARK, Kansas – June 11, 2020** – Bushnell, an industry leader in performance optics, announced today that it has become the “Official Optic” of [Realtree](#). This new agreement expands the partnership between two of the industry’s most iconic hunting brands, with Bushnell optics enjoying exclusive placement across all Realtree television, digital and social channels.

Fans of the Realtree TV and digital properties will have the ability to see the latest Bushnell products in action every week. As the Realtree prostaff sets off in search of every wild game imaginable, viewers will have a front row seat to all the action along with a first-hand account of why these hunters put their trust in Bushnell products. Throughout the season, viewers will get an inside look at Bushnell’s newest products, helpful tips and tricks plus other product insights from the company’s full breadth of optics including: riflescopes, binoculars, rangefinders, spotting scopes and night vision products.

“Hunters know great optics make all the difference for a lot of reasons. This partnership with Bushnell brings their quality optics in Realtree camo to hunters everywhere, and that will make for a lot of successful hunts,” said Realtree Designer and President Bill Jordan.

“At Bushnell, we have made it our primary mission to develop and bring to market quality, purpose-built products to improve our customers outdoor experience,” said Mark Bauman, Director of Optics for Bushnell. “Through our expanded partnership with Realtree, we’re excited that hunters will now have the opportunity to see how our products improve the hunting experience in real world situations across Realtree’s broad offering of quality outdoor programming.”

Bushnell will continue to sponsor both [Realtree Outdoors®](#) and [Realtree Road Trips®](#) TV in addition to extending its support to [Realtree’s Monster Bucks®](#) and across the [Realtree 365](#) network. New video and digital series where viewers can now see Bushnell products include: *Midwest Whitetail & Chasing November, Spring Thunder, Black Cloud, Whitetail TV, Pay Dirt, Hunt United, Grigsby* and *Sea Bucks*.

Click [here](#) for more information regarding Bushnell's full line of optics offered in Realtree patterns.

#### **About Realtree**

Realtree is the world's leading camouflage designer, marketer, and licensor with over 1,000 licensees utilizing the Realtree camouflage brand. Thousands of outdoor and lifestyle products are available in Realtree camouflage patterns. In addition, Realtree is committed to supporting individuals and groups that work to ensure our outdoor heritage, the conservation of natural places, and the wildlife that resides there. Find Realtree on [Realtree 365](#), [Facebook](#), [Instagram](#), [Youtube](#), [Twitter](#) and at [Realtree.com](#).

#### **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](http://www.bushnell.com) or follow us on Instagram at [www.instagram.com/bushnell\\_official/](https://www.instagram.com/bushnell_official/) and Facebook at [www.facebook.com/bushnell](https://www.facebook.com/bushnell).

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