



FOR IMMEDIATE RELEASE

Tasco® Unveils New Website, ProPoint® Red Dot Lineup Expansion

OVERLAND PARK, Kan. – May 10, 2021 – Tasco®, a leader in superior value optics, has launched a major redesign of its website, [Tasco.com](https://www.tasco.com). Besides a new look and feel, the website features overhauled navigation, enhanced product content and new categories for customers to explore.

Tasco.com now includes integrated connections to Tasco social media, streamlined customer support and in-depth product pages so customers can quickly and easily find the information they need. Searchers can find products by category, with added filtering or with new and improved search functionality. Besides classics like binoculars, rifle scopes, telescopes and spotting scopes, customers will notice new red dot and golf categories highlighted on the website's homepage.

The Tasco lineup of red dot sights is also new and improved in 2021 with the addition of two new models – the TRD130T ProPoint® 1x30 and TRDPCC ProPoint 1x30 PCC. Designed with rugged construction and versatile mounting options, both red dots offer outstanding value at an entry-level price point.

At the core of the ProPoint line is a crisp red dot with multi-coated lenses for a bright image without the blue tint found on other brands' red dots. This provides a clear target view and aiming point for quicker and more accurate shooting, making ProPoint red dots intuitive sights for hunters and range shooters alike.

Both red dots come with capped elevation turrets and provide up to 500 hours of battery life. From front to back, these red dot sights are designed, constructed and tested to withstand relentless recoil for years of service at the range and in the field thanks to their rugged aluminum construction.

Manufacturer's suggested retail price for the TRD130T Red Dot is \$41.59 and for the TRDPCC is \$79.99. For more information on these or to see other Tasco products, visit [Tasco.com](https://www.tasco.com).

About Tasco

Tasco, a Vista Outdoor brand, has been an industry leader in superior value sports options since 1954. Our guiding principle is to provide the best value, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. 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.tasco.com

Contact: Matt Rice
Senior Manager Media Relations
(913) 689-3713
Matt.Rice@VistaOutdoor.com

Product Requests: Will Folsom
Swanson Russell
(402) 437-6404
willf@swansonrussell.com

###