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FOR IMMEDIATE RELEASE

Bushnell Elite Rifle Scope Line Upgraded for 2015

OVERLAND PARK, Kansas – May 8, 2015 – Bushnell®, an industry-leader in high performance sports optics for more than 65 years, has introduced two new series of Elite® riflescopes for 2015. The Elite 3500 and Elite 4500 now join the Elite 6500 riflescopes at the top of the hunting market.

Featuring fully multi-coated optics, all Elite riflescopes deliver maximum light transmission across the visual light spectrum. To enhance their low-light performance, Bushnell uses Ultra Wide Band (UWB) Coating, an anti-reflective coating that allows the best possible light from the front of the glass to the eyepiece, resulting in optimum brightness and true color across the light spectrum.

In addition to providing optical excellence, Elite riflescopes are engineered to withstand the rigors of shooting sports and whatever Mother Nature throws their way. Each scope is protected with the patented RainGuard® HD coating. This permanent, water-resistant finish causes moisture to bead up and scatter less light, allowing this scope to perform even in inclement weather. They are torture-tested to ensure reliability in the heaviest magnums and are backed by Bushnell's 100% Bulletproof Money-Back Guarantee.

The new 3500 and 4500 series are redesigned to be more compact and join the 6500 series with tubes that feature one-piece cold mold construction that are argon purged for long-term waterproof integrity and reduced thermal shock. The Elite 3500 and 4500 scopes feature 1-inch tubes, and the 6500 series has 30mm tubes. The 3500 series includes models ranging from 2-7x 32mm and 3-9x 40mm to 4-12x 40mm. The 4500 series comes in configurations from 2.5-10x 40mm to 8-32x 40mm. The 6500 series has models from 2.5-16x 42mm to 4.5-30x 50mm.

Elite riflescopes are available with Multi-X reticles as well as configurations with Bushnell's DOA600 centerfire rifle reticle, which provides aiming points from 100- to 600-yards in 100-yard increments that are compatible with today's most popular hunting calibers and loads. Prices range from \$259.00 to \$349.00 in the 3500 series, \$459.00 to \$629.00 in the 4500 series and \$799.00 to \$899.00 in the 6500 line.

Bushnell is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Bushnell, go to www.bushnell.com.

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has more than 30 well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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