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**FOR IMMEDIATE RELEASE**

## ***American Hunter* Awards the Bushnell Fusion ARC 1-Mile Rangefinding Binocular a Golden Bullseye for 2015 Optic of the Year**

OVERLAND PARK, Kansas – April 10, 2015 – The National Rifle Association’s (NRA) *American Hunter* magazine has awarded the Bushnell® Fusion 1-Mile ARC rangefinding binocular with the Golden Bullseye Award for 2015 *American Hunter* Optic of the Year. For the past 13 years, the Golden Bullseye Awards have recognized the finest products in the shooting sports.

Representatives from Bushnell accepted the award during a special breakfast at the 2015 NRA Annual Meetings & Exhibits on Friday, April 10 in Nashville, Tennessee.

“It’s an honor to receive the *American Hunter* Golden Bullseye Award,” said Bushnell Senior Product Director Jordan Vermillion. “It highlights our mandate that our products outperform, outlast and outhunt anything in their class. Every product we offer is an improvement over those that preceded it, and we are constantly pushing the envelope of innovation.”

The honor underscores the ability of the Fusion 1-Mile line to meld the best of Bushnell binoculars with world-leading laser rangefinding capabilities, providing hunters the best of both worlds.

“We are pleased to recognize the winners of the 2015 Golden Bullseye Awards,” said Doug Hamlin, Executive Director of NRA Publications. “This year’s winners exemplify what NRA members want in their shooting equipment—outstanding performance, innovative design and value.”

Fusion 1-Mile rangefinding binoculars provide rich contrast and stunning clarity from edge to edge with premium fully multi-coated optics and BaK-4 prisms. At the push of a button, they display exact distance to a target from 10 to 1,760 yards. The built-in ARC Bow Mode delivers “shoots-like” horizontal distance, while an ARC Rifle Mode provides precise bullet-drop and holdover information. Matrix Display Technology, RainGuard® HD anti-fog coating and a fully waterproof design ensure reliability and clarity in all conditions.

Bushnell is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Bushnell, go to [www.bushnell.com](http://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](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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