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NEWS

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New Technology Provides High Definition Performance In Legend Ultra-HD Binoculars

Overland Park, KS — Hunters and outdoorsmen have always valued the Legend series of binoculars from Bushnell for their ruggedness, performance and value. For 2009, Bushnell combines high quality optics and premium glass with the new Ultra Wide Custom Coating lens technology to provide the ultimate in high definition performance in two new roof prism models — the Legend Ultra-HD 8x42mm and 10x42mm. The new anti-reflective Ultra Wide Custom Coating delivers the best available light from the front lens to the eyepiece. Premium ED (Extra Low Dispersion) glass delivers optimal color performance and edge-to-edge sharpness.

Compared to similarly price optics, the Legend Ultra HD binoculars deliver a wider field of view (12 percent more than standard 10x binoculars). They are also more comfortable to use. Longer eye relief means less eye strain. The new Legend Ultra-HD binoculars are built on a lightweight, durable magnesium chassis. The lighter weight combined with new Soft Touch rubber thumb and finger grips result in binoculars that are easy to carry in the field. As a bonus they come with a Deluxe binocular harness with pre-attached neckstrap lugs that distributes the weight of the binoculars more evenly across your back.

The Legend Ultra-HD binoculars provide all weather performance with their 100 percent waterproof construction and new RainGuard[®] HD high-density permanent coating that eliminates external fogging.

Both models are available in black and the 10x42 model is also available in Realtree[®] AP[™] Camo. They come complete with a premium carrying case, neck strap and custom binocular harness. Suggested retail prices are: 8x42 - \$289.95 and 10x42 - \$299.95. They are available at Bushnell dealers nationwide.

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Legend Ultra-HD Product Specifications:

Model	Magnification	Objective Lens	Focus	Prism	Field of View ft. @ 1000 yds.	Exit Pupil (mm)	Eye Relief (mm)	Weight (oz)	Retail Price
19-8042	8x	42	Center	Roof	420	4.5	21	22.4	\$289.95
19-1042	10x	42	Center	Roof	340	4.2	21	22.5	\$299.95
19-8043 (AP Camo)	10x	42	Center	Roof	340	4.2	21	22.5	\$309.95

For more information on Bushnell Products visit www.bushnell.com or call 800-423-3537 for consumer inquiries.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike's Law Enforcement[®], Stoney Point[®], Hoppe's[®], Butler Creek[®], Kolpin[®], Uncle Mike's[®], Millett[®], Simmons[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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