



9200 Cody • Overland Park, KS 66214-3259
Phone (913) 752-3400 • Fax (913) 752-6112

NEWS

Date: For Immediate Release

Contact: Jen Messelt – Bushnell Outdoor Products
(913) 752-6105 / jmesselt@bushnell.com
Mike Capps – Howard Communications, Inc.
(573) 898-3422 / mcapps@howardcommunications.com

THE NEW BUSHNELL RAINGUARD® HD KEEPS YOU IN THE HUNT ON WET WEATHER DAYS

Overland Park, KS. — The Bushnell patented RainGuard® technology has proven to be an invaluable addition to their high quality optics line. Now in 2009, the best is even better with the introduction of RainGuard® HD.

RainGuard is a patented, permanent hydrophobic, oleophobic lens coating that causes moisture from rain, snow, sleet and even your breath to bead up into smaller droplets and scatter. The tiny droplets divert less light, keeping your view through the optics bright and clear when an untreated lens would be rendered useless.

The new Bushnell RainGuard HD features an even more durable finish and increased “slickness” for better clearing and easier cleaning.

RainGuard HD also provides for better light transmission.

RainGuard HD will be featured on the Bushnell Elite Series of binoculars, spotting scopes, riflescopes and rangefinders as well as the Infinity and Legend® Ultra-HD binocular and spotting scopes models.

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®, Bolle®, Uncle Mike’s Law Enforcement®, Stoney Point®, Hoppe’s®, Butler Creek®, Kolpin®, Uncle Mike’s®, Final Approach®, Simmons® and Millett® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

###