

NEWS

Date: For Immediate Release

Contacts: Dennis Phillips - Walker Agency
(800) 248-9687 / dennis@walkeragency.com
For consumer features, list (800) 423-3537

New Tasco® Sierra Roof Prism Binoculars Offer Styling, Performance

Overland Park, KS —Tasco is adding a line of waterproof binoculars for 2008. The all new Sierra line is available in 8x25, 10x25, 10x42 and 12x50 models. The Sierra binoculars offer performance and value in an attractive style. They are 100% waterproof and fogproof, great for any outdoor activity from hiking to hunting to sporting event and outdoor concerts.



The new Sierra binoculars utilize BaK4 prisms and lenses that are multi-coated for brighter, crisper images. They are nitrogen purged for waterproof/fog proof performance. The slim roof prism design makes them comfortable to hold and the center-focusing knob makes it quick and easy to bring images into focus. The Sierra binoculars are all rubber armored, and twist up eyecups on the two full-size models make them easy to use with eyeglasses.

These new Sierra binoculars will be available at Tasco dealers nationwide. All models are covered by a Lifetime Limited Warranty.

For more information on the Tasco Sierra binoculars, visit www.tasco.com.

Product Specifications:

Model	Power & Objective Lens	Focus	Prism	Field of View (ft @ 1000 yds)	Exit Pupil (mm)	Eye Relief (mm)	Weight (oz)	Retail Price
TS825D	8x25	Center	Roof	350	3.1	13	11.7	\$19.99
TS1025D	10x25	Center	Roof	288	2.5	12	9.2	\$24.99
TS1042D	10x42	Center	Roof	293	4.2	12.5	25	\$27.95
TS1250D	12x50	Center	Roof	244	4.2	11	29.3	\$69.99

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[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

#