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THE HHA™ SPORTS OPTIMIZER LITE BOW SIGHT GETS EVEN BETTER WITH THE ADDITION OF AVAILABLE LENS KITS

Award-Winning Optimizer Lite, the Top Selling Adjustable Pin Bow Sight, Adds New Level of Precision with Available Lens Kits

Wisconsin Rapids, WI – HHA™ Sports, the archery industry's leader in single-pin bow sight technology, continues to produce the top-selling single-pin bow sight — the award-winning Optimizer Lite. Archers have trusted the Optimizer Lite as the best value in adjustable bow sights for durability and accuracy, for more than 20 years. The available lens kits from HHA Sports make the sight even more accurate at every distance, and further make the hunt more enjoyable.

The Optimizer Lite Bow Sight features tool-free adjustability, which means you can make quick and easy adjustments on the fly for superior accuracy without the need to carry wrenches or other tools. The Optimizer Lite utilizes the company's patented R.D.S. (Range. Dial. Shoot.) Technology. Once you're dialed in at 20 and 60 yards, you're right on target out to 80 yards. Once you've got the bow dialed in and have the corresponding preprinted yardage tape in place, you're on target at any distance. It is that simple. This is just part of what has made the HHA Sports Optimizer Lite *Bowhunting World Magazine Readers' Choice Award* winner for Best Single-Pin Bow Sight for the past 15 years.

The lens kits start out with a rugged CNC-machined aluminum frame and specially-coated polycarbonate lenses that have the scratch resistance of glass with a fraction of the weight. The AR-coating makes the surface of the lens slick, so water beads right off. A secondary oleophobic coating resists dirt and grease, making it harder to smudge the lens with your fingerprints. Each lens kit is threaded for easy installation and an included screw-on sunshield helps reduce glare. The lens kits come in 2x, 4x and 6x magnification and aid in making precise shots, especially critical in thicker cover, or over longer distances. The lens kits are also available in both clear and amber colors. Amber lenses are a big help in low-light conditions, while clear is a great all-around choice.

Optimizer Lite sights come in several models to fit your individual shooting needs. These models have sight pin sizes ranging from .010 to .029. and either a 1-5/8 inch or a 2-inch sight housing. To aid in low-light shooting conditions, models have from 2-feet to an astounding 6-feet of light-gathering fiber optic. Select versions have a mechanical rheostat for additional brightness at your fingertips. The groundbreaking Three-Pin Optimizer Lite Sight returns this season for archers who want multiple-pin options in an adjustable bow sight. In all, there are sixteen variations of the Optimizer Lite Adjustable Bow Sight, each available in right and left-hand versions. Lens kits are available for select Optimizer Lite bow sights.

Each Optimizer Lite is CNC machined from aircraft-grade aluminum. HHA Sports' A.R.M.O.R. Pin technology completely protects the pin from the harshest conditions with a CNC-machined aluminum guard. Go afield with full confidence that however tough the hunt is, your bow sight will remain as true as it was when you left the range. Each Optimizer Lite sight carries a **100-percent lifetime warranty** and is **Made in the U.S.A.**

About HHA Sports

For more than 30 years, HHA Sports has been the leader in single pin technology producing superior sights and accessories for archers. With a passion for the outdoors, the company's development team has created a line of products rich with exclusive features – from its patented R.D.S. technology to its A.R.M.O.R. Pin Technology – that set the brand apart from all others. With an eye firmly fixed on detail, HHA Sports is committed to creating the most

highly functional gear. Products are all **Made in the USA** and backed with a **100 percent lifetime warranty**. All this means whether you are scaling some of the world's toughest terrain on a hunt, or shooting for gold in a championship round; you can always expect the very best, most accurate shooting from HHA Sports. For more information about HHA Sports, visit: www.hhasports.com.

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