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HHA™ SPORTS OPTIMIZER LITE X BOW SIGHT IMPROVES UPON THE LEGENDARY DESIGN

The Best Just Got Better For The Leading Single-Pin Bow Sight on the Market

Wisconsin Rapids, WI – Adjustable bow sight technology leader HHA™ Sports adds new technology to the award-winning Optimizer Lite to create the new-for-2022 Optimizer Lite X. It is now easier than ever to get on target fast with more adjustability and less worry – helping you focus on the shot.

“The Optimizer is what started it all for us,” said Chris Hamm, Co-Owner and VP of Operations at HHA Sports. “Over the years, the Optimizer Lite has won multiple awards for being the best single-pin sight available. That said, we are always looking at ways to improve accuracy and our new Infinite Adjust Slotted Slide Bracket on the Optimizer Lite X makes set-up quicker and easier, helping you get on target faster and with less effort.”

The Infinite Adjust Slotted Slide Bracket lets the shooter make vertical and 2nd axis adjustments easier, simplifying the sight-in process. Shooters no longer need to “play hopscotch” with the sight by jumping your housing from hole to hole. Archers can now easily fine tune their shot at 20 yards. This allows you get the most out of your bow set-up and maximizes the sight tape range that uses HHA Sports’ Patented R.D.S. (Range. Dial. Shoot.) Technology. Once you have the Optimizer Lite X dialed in at 20 and 60 yards, you’re now on target in 5-yard increments out to 80 yards with the preprinted tapes.

Once you have the Optimizer Lite X mounted to your bow, you’ll find tool-free windage and elevation adjustments, making that sighting in process even easier. The Lite X is available with a choice of .010 or .019 fiber sizing and two different housing diameters. The sights accept HHA’s full line of accessories including lights, sun shades, and magnified lenses, letting you customize the sight to your needs and conditions. Each Optimizer Lite X sight is CNC machined from aircraft-grade, 6061-T6 aluminum and carries the HHA Sports **100% Lifetime Warranty**. Like all HHA products, the Lite X is sourced and **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 around the world. 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. Sight Tape Technology to its A.R.M.O.R. Sight Pin – that set the brand apart from all others. With an eye firmly fixed on detail, HHA Sports is committed to creating the most durable and functional gear available today. Products are all **Made in the USA** and backed with a **100% Lifetime Warranty**. All this means whether you are scaling some of the world’s toughest terrain on the hunt of a lifetime or shooting for gold in the championship round; you can always put your trust in HHA. For more information about HHA Sports, visit: www.hhasports.com.

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