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THE HHA™ SPORTS OPTIMIZER LITE BOW SIGHT REMAINS THE TOP SELLING ADJUSTABLE PIN SIGHT

The Award-winning Optimizer Lite is the Best Value in Adjustable Single-Pin Bow Sights

Wisconsin Rapids, WI – Single-pin bow sight technology leader HHA™ Sports continues to produce the top-selling single-pin bow sight, the award-winning Optimizer Lite. For more than 20 years, the Optimizer Lite has been the leader in adjustable bow sight value, durability and accuracy.

What makes the HHA Sports Optimizer Lite the *Bowhunting World* Magazine Readers' Choice Award winner for Best Single-Pin Bow Sight for 15 years running? There are multiple reasons. It 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. This means, once you're dialed in at 20 and 60 yards, you're on target out to 80 yards. Once you've got the bow dialed in and found the corresponding preprinted yardage tape, you're going to be on target at any distance. It's that simple.

The HHA Sports Optimizer Lite comes in several models to fit your individual shooting needs. These options include models with 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. Returning for 2018 is the groundbreaking Three-Pin Optimizer Lite Sight for shooters who want multiple-pin options in an adjustable bow sight. In all, there's a long list of variations for the Optimizer Lite adjustable bow sight, each available in right and left-hand versions. With the features and options available, backed by the quality HHA Sports is known for, it is easy to see why these bow sights have racked up so many awards and outsell every other adjustable sight on the market.

Each sight is CNC machined from aircraft-grade aluminum. The sight pins are protected by HHA Sports' A.R.M.O.R. Pin technology that completely protects the pin from the harshest conditions with a CNC-machined aluminum guard. This lets you go afield with full confidence that however tough the going gets, the sight on your bow 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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