



HAWKE®

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HAWKE® OPTICS RELEASES EXCITING NEW ENDURANCE WA RIFLESCOPE COMMERCIAL

Campaign Highlights How Endurance Wide-Angle Scopes are the Most Advanced Hunting Optics on the Market

Hawke® Optics, a worldwide leader in advanced sporting optics with outstanding performance in the field while providing optimum value to the consumer, is excited to launch a new product commercial highlighting the new Endurance WA riflescopes. The new Endurance WA series of riflescopes offer unparalleled clarity, eye relief and field of view, with a wide range of models to fit every hunter's game, terrain and need. The new commercial highlights all of the features of the new riflescope with real-world use in conditions ranging from wide-open western hunting, rugged mountain terrain, snow-covered Midwestern deer hunting and more.

"Hawke Optics strongly believes that the Endurance WA riflescopes will make the difference for hunters everywhere this season," said Kevin Sheehan, V.P. of Sales and Marketing for Hawke Optics. "The technology and value packed into these scopes represents a significant advancement in optics design. We're excited to get the message across to a wide range of hunters and shooters with our action-packed commercial this season."

The video spot was specially produced by Rizen Media and packs a complete overview of how the new Endurance WA scope series from Hawke is revolutionary for high-quality hunting optics. In just two minutes, you learn what sets the Endurance WA scope apart from the competition, while enjoying amazing views of real-world hunting situations. View it here: <http://life.hawkeoptics.com/endurance-30-wa/>.

The commercial will run on the Outdoor Channel, the Sportsman Channel and the Pursuit Channel. The spot will run during airings of Backwoods Life, The Bear Whisperer, HeadHunters TV, The Climb, Hardcore Pursuit, and Coyote Country. Be sure to check your local listings for air times.

The Endurance WA scopes are built on a 30mm main tube design. Each scope has a full 24-degree field of view with no edge distortion, giving you a field of vision unlike any scope you've used. The scope has fast focus adjustment and a full four-inches of eye relief, making those quick shots when needed easier and more accurate. The Endurance WA is available in a wide range of models to fit your hunting conditions. Endurance WA SF scopes were designed with the long-range hunter in mind. Each scope has precision side-focus adjustment and come in 4-16x50 and 6-24x50 models with various magnification-specific reticles. The WA SF feature a glass-etched, illuminated rheostat-adjustable reticle and have ¼-MOA tactical exposed locking turrets for quick adjustments in the field. These scopes are the ultimate in long-range accuracy at a serious value price.

All Endurance WA riflescopes have 18-layer multicoated optics for extreme clarity, mono-tube chassis and are fully gas purged for durability. The scopes have reticles specific to your needs. The all-new LRC (Long Range Centerfire) reticle is ballistic-matched to today's popular centerfire cartridges with a drop-compensating crosshair and matched to different maximum scope magnification levels. Additional reticles are available based on scope models and include dot and tactical reticles for various applications. A free X-ACT Ballistic Reticle Calculator App is available to quickly zero in for any situation. Ranging from \$429.99 to \$499.99, these scopes represent one of the best values available today in hunting and shooting optics for your centerfire rifle.

About Hawke

#VISIONACCOMPLISHED. Hawke is a worldwide market leader at the forefront of optical performance with class-leading innovation and design offering a complete line of sport optics from rifle, crossbow, shotgun and air gun scopes to binoculars, spotting scopes and accessories. Accuracy, strength and precision; Hawke optics blend iconic design, exceptional engineering and unrivalled craftsmanship to create an unforgettable viewing experience. As awareness of Hawke Sport Optics continues to grow, more customers are trusting Hawke as the unquestioned industry leader in optics. Learn more at www.hawkeoptics.com.

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