NEWS OF OUR CLIENTS



5301 N. Commerce Ave Suite C Moorpark, California 93021 Tel 805 529 3700 Fax 805 529 3701

Contact:

Jonina Costello / jcostello@full-throttlecom.com

Jason Bear / jbear@full-throttlecom.com

Phone: (805) 529-3700

VIRTUS DROP-AWAY REST FROM HHA™ SPORTS DEFINES EXCELLENCE

New Precision Arrow Rest Sets New Standard for Drop-Away Rest Performance

Wisconsin Rapids, WI – HHA™ Sports, the name that has become synonymous with the #1 moveable bow sight in the industry, is proud to introduce its new Virtus drop-away arrow rest. A year and a half in the making, the new Virtus is built for die-hard bowhunters, offering the perfect blend of form and function in a rest that's as tough and serious about archery as they are.

Having perfect and repeatable arrow alignment and containment, along with falling away at the right moment and no impedance to the arrow is exactly how any serious archer would describe the perfect drop-away rest. That was the challenge HHA Sports took upon themselves when designing and developing the Virtus. It uses HHA's Patent-pending LBS+ Braking system, which allows the Virtus rest to fall away at just the right moment to keep your arrow flying true and with total fletching clearance, but have zero launcher bounce back after the shot.

The rest is precision made, with laser cut felt lining the rest to reduce noise. To cock the rest, you use the centrally located thumb lever that can be reached with either your left or right hand. The cord is connected to the rest via HHA's Gator Grip cord clamp that makes set-up fast and simple, and timing changes a snap. The rest is available in right- and left-hand models in a Mathew's model and the standard model that fits every other manufacturer's compound bow.

The most important part of the Virtus Rest is the part number – **VR-22**. HHA Sports increased involvement and support of the Armed Forces led them to discover that, on average, 22 veterans a day take their own lives in America. These virtuous heroes struggle to cope with the physical and mental scars sustained during their time of service. To raise awareness, HHA Sports is pledging 2.2-percent of the profits from the sales of the Virtus rest to the <u>Operation HHAUSA Project</u>. This program works to actively involve veterans in the sport of archery and hunting.

The Virtus is CNC-machined from stainless steel and aircraft-grade aluminum for extreme long life, even in harsh conditions. It carries a **100 percent lifetime warranty**. Like all HHA Sports products, every Virtus rest is **Made in the USA**.

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.

Connect with us on social media:









Editor's Note: For press releases and hi-res images from Full-Throttle's wide range of clients, please visit our online press room.