



9200 Cody • Overland Park, KS 66214-3259
Phone (913) 752-3400 • Fax (913) 752-6112

NEWS

Date: For Immediate Release

Contact: Jen Messelt – Bushnell Outdoor Products
(913) 752-6105 / jmesselt@bushnell.com
Mike Capps – Howard Communications, Inc.
(573) 898-3422 / mcapps@howardcommunications.com

Simmons .44 MAG Riflescopes New and Improved for 2009

Overland Park, KS — Simmons announces that the popular .44 MAG riflescope product line is being relaunched in 2009. Big game hunters and target shooters will appreciate the larger 44mm objective that differentiates these scopes from competitive models. There are seven models in the new .44 MAG line.

The new .44 MAG line of riflescopes offers a wide variety of features and choices at affordable prices. These are rugged, field-tested scopes with many special features that make it a great value for shooters. Fully multi-coated optics provide a bright, clear sight picture. All Simmons .44 MAG riflescopes feature ¼-inch or 1/8-inch MOA low profile fingertip style windage and elevation adjustments with audible click stops, and a generous 3.75 inches of eye relief.

These scopes are ruggedly built to perform reliably round after round, under any field condition. The one-piece body tube is dry nitrogen purged and then sealed to protect the optics against moisture and fog. Rubber surfaces on windage and elevation knobs and the power change rings on the variable power models make it easy to dial in accuracy.

- more -

Simmons .44 MAG Riflescopes

Page 2

The new line of .44 MAG riflescopes is available at sporting goods dealers nationwide. For more information, visit www.simmonsoptics.com.

Product Specifications:

Model	Magnification	Special Features	Objective Lens Dia.	Field of View @100 yds.	Eye Relief (in.)	Wt. (oz)	Click Value @ 100 yds.	Retail Price
44-1044	3-10x	Wide Angle	44mm	33 ft. @3x 9.4 @10x.	3.75	11.3	.25 in.	\$145.99
44-1124	4-12x	Side Parallax Adjustment	44mm	23.8 ft. @4x 8.2 @12x	3.75	13.3	.25 in.	\$149.95
44-1047	6-21x	Side Parallax Adjustment	44mm	16 ft. @6x 4.6 ft. @21x	3.75	13.3	.25 in.	\$197.95
44-1048	6-21x	Target Turrets	44mm	16 ft. @6x 4.6 ft. @21x	3.75	13.3	.125 in.	\$219.95
44-1050	4-14x	Wide Angle	44mm	16 ft. @4x 4.3 ft. @14x	3.75	11.3	.25 in.	\$219.95
44-1056	6-21x	Target Turrets Mil Dot Reticle	44mm	16 ft. @6x 4.6 ft. @21x	3.75	11.8	.125 in.	\$219.95
44-7703	6-21x	Side Parallax Adj. Mil Dot Reticle	44mm	16 ft. @6x 4 ft. @21x	3.75	13	.125 in.	\$229.95

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell®, Tasco®, Serengeti®, Bollé®, Uncle Mike's Law Enforcement®, Stoney Point®, Hoppe's®, Butler Creek®, Kolpin®, Uncle Mike's®, Millett®, Simmons® and Final Approach® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

#