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DIAMOND ARCHERY UPDATES ATOMIC WITH NEW, INTERACTIVE DIGITAL CONTENT

EUGENE, Ore. - Diamond Archery has upgraded its popular youth bow, Atomic, with new finish options including matching strings and cables, accessories and a first-of-its-kind website for kids and their parents featuring instructional videos, games, downloads and more.

The new Atomic is not your typical youth bow. Rather than using plastic parts, Diamond is giving the consumer the highest quality components made out of real aluminum, built tough for tough kids. The website, www.AtomicKids.com, is an industry-leading resource for digital content on getting kids started in archery. Diamond has made it easy by featuring information on the anatomy of a bow, videos on bow setup and adjustment, games for kids, instructions on safe range setup and more. Kids aren't left out either. The kidszone includes an array of downloadable targets as well as videos on fun archery activities.

SPECIFICATIONS

Brace Height:	6 Inches	Draw Weight:	6 - 29 lbs.
Axle to Axle:	24 Inches	IBO/ATA Speed:	191 fps
Draw Length Range:	12 - 24 Inches	Mass Weight:	1.9 lbs.

"The Diamond Atomic is made with quality materials, built for the rigors of youth shooting," said Todd Snader, Product Marketing Manager for Diamond Archery. "We've added new color options and accessories, and launched a truly unique website to help young archers get the most out of their new bow."

The new finishes available on the Atomic include green, orange, purple, blue, black and Mossy Oak Break-Up® Country™. Accessories included in the Atomic package include a single-pin adjustable sight, capture arrow rest, tube peep sight, hip quiver, three Arctic arrows and a black nock.

The upgraded Atomic measures 24 inches axle-to-axle, has a six-inch brace height and weighs just 1.9 lbs. The bow has an adjustable draw length from 12-24 inches and variable draw weight between six and 29 lbs. Capable of firing arrows at speeds up to 191 fps, the Atomic delivers plenty of power for hunting or target shooting.

Suggested retail price on the new Diamond Atomic is \$229. For more information, visit www.DiamondArchery.com and www.AtomicKids.com.

Diamond Archery is a division of Bowtech. Bowtech manufactures and distributes the world's finest compound bows and archery equipment. Founded in 1999, Bowtech's corporate offices and manufacturing facilities are located in Eugene, Ore. With a worldwide distribution network, Bowtech's family of brands include: Bowtech, Diamond, Excalibur, Octane, Stryker and WaterDog Surface Technologies.



DIAMOND ATOMIC

Diamond Atomic

- Aluminum Cams
- Rotating Module
- Draw Length Range: 12-24 Inches
- Draw Weights: 6-29 pounds
- IBO/ATA Speed: 191 fps
- MSRP: \$229

Package Includes:

- Single-pin adjustable sight
- Tube peep sight
- Capture arrow rest
- Hip quiver
- Three (3) Arctic arrows
- Black nock

CREATING MEMORIES
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 INNOVATIONS