

**FOR IMMEDIATE RELEASE**

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## DIAMOND DEPLOY SB: LIGHT WEIGHT, HEAVY IMPACT

EUGENE, Ore. - The most technologically advanced bow ever offered by the Diamond brand, the Deploy SB sets a new standard for performance in the field. Weighing in at only 3.2 pounds, the Deploy SB features an aerospace-inspired carbon riser for minimal weight and maximum strength. The most sought after cam system in the world, the Bowtech Binary Cam system, powers the Deploy SB at speeds up to 330 feet per second, while giving exceptional tuneability, and simple, hassle-free adjustment of draw length and let-off. With the Deploy SB, go hunting at a higher standard.

“The Deploy SB is a major step forward for the Diamond brand with the addition of new technologies like binary cams,” said Jeff Suiter, product marketing manager for Diamond. “This bow reaches new heights for performance, and is the perfect blend of ultra-light maneuverability and hard hitting power.”

### SPECIFICATIONS

Brace Height:	6.75 Inches	IBO/ATA Speed:	330 fps
Axle to Axle:	31.5 Inches	Kinetic Energy:	84.65 ft-lbs.
Draw Length Range:	26 - 31.5 Inches	Effective Let-Off:	80%
Draw Weight:	50, 60, 70 lbs.	Mass Weight:	3.2 lbs.

Binary cam technology, first introduced to the bowhunting industry in 2010, features two symmetrical cams that turn in perfect synchronization, maximizing accuracy and consistency in every shot. Rotating module technology also allows for custom draw length tuning and an infinite draw stop.

The Knight carbon riser, a benchmark in riser technology, keeps the bow at an impressive 3.2 pounds in weight while providing tremendous strength.

The Deploy SB measures 31.5 inches from axle-to-axle and has a brace height of 6.75 inches. Draw lengths range from 26-30.5 inches, and the draw weight can be set at 50, 60 or 70 pounds.

Included in the Deploy SB package are an R.A.K. custom sight, Octane Hostage Max rest, five-inch Ultra-Lite Octane stabilizer, Octane Deadlock Lite Quiver, comfort wrist sling, carbon peep and BCY string loop.

Available finish options on the Deploy SB are Black Ops™ and Mossy Oak Break-Up® Country™. The suggested retail price of the bow is \$749.

For more information, visit [www.DiamondArchery.com](http://www.DiamondArchery.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 DEPLOY SB

#### Deploy SB Features:

- Binary cams
- Carbon Knight riser
- Rotating Module
- Draw Length Range: 26-30.5 Inches
- Draw Weights: 50, 60, 70 pounds
- IBO/ATA Speed: 330 fps
- MSRP: \$749

#### Package Includes:

- R.A.K. custom sight
- Octane Hostage Max rest
- Five-inch Ultra-Lite Octane stabilizer
- Octane Deadlock Lite Quiver
- Comfort wrist sling
- Carbon peep
- BCY string loop