

FOR IMMEDIATE RELEASE

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DIAMOND ARCHERY TAKES AIM AT BOWFISHING MARKET WITH LAUNCH OF EDGE SONAR

EUGENE, Ore. - Diamond Archery has pointed its arrow towards the water with the introduction of the Edge Sonar, the brand's first-ever bow designed specifically for bowfishing. Based on the popular Infinite Edge platform, the Edge Sonar offers the durability, adjustability and ease of use needed when things get serious on the water.

“Our popular Infinite Edge bow was already having an impact in the rapidly growing bowfishing market, so we designed a similar bow with specific features that make it an even better performer in your boat,” said Todd Snader, Marketing Manager for Diamond Archery. “We also have created a digital support experience that will allow shooters to get the absolute most out of their Edge Sonar.”

SPECIFICATIONS

Brace Height:	6.5 Inches	Draw Weight:	5-55 lbs.
Axle to Axle:	33 Inches	Draw Length Range:	18-30 Inches
Draw Length Range:	3.2 Inches	MSRP:	\$499

The Edge Sonar is designed with heavy duty, deep groove cams for extreme durability. Rotating modules allow for 12 inches of draw length adjustment and 50 pounds of draw weight adjustment. The total weight of the bare bow is 3.2 pounds, and the bow measures 33 inches axle-to-axle with a 6.5-inch brace height.

The bow comes equipped with top quality AMS bowfishing accessories, gear you can rely on when there's a big one on the line. Available accessories include an AMS Wave Rest, AMS Retriever Pro Reel, AMS White Chaos Arrow and Orange Finger Savers.

Available finishes for the Edge Sonar include Kryptek Neptune and Kryptek Yeti. The suggested retail price of the bow package with accessories is \$499.

The bow's digital support website, DiamondArchery.com/Sonar, is a one-stop source for bowfishing information including bow setup instructions, where to bowfish and other extreme bowfishing content.

For more information, visit www.DiamondArchery.com/Sonar.

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.



EDGE SONAR

Diamond Edge Sonar

- Heavy-duty, deep groove Cams
- Rotating modules
- Draw Length Range: 18-30 Inches
- Draw Weights: 5-55 pounds
- MSRP: \$499

Package Includes:

- AMS Wave Rest
- AMS Retriever Pro Reel
- AMS White Chaos Arrow
- Orange Finger Savers

**BOWFISHING'S CUTTING
EDGE INNOVATION**