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BOWTECH TAKES THE BEST AND MAKES IT BETTER ***Carbon Icon Now Loaded with Best of Class Accessories***

Eugene, Ore. - Bowtech Archery, the industry heavyweight in innovation, has taken its lightest, strongest high performance bow and made it even better. The new Carbon Icon DLX has been infused with industry-leading premium accessories and new color options creating a combination of look, feel and performance unlike anything on the market.

To create this, Bowtech teamed up with industry titans - Black Gold, TightSpot and Ripcord - to deliver a knock out package that will turn heads on the range and in the field. The companies worked together to hand pick accessories that work seamlessly together for the shooter. The package includes a Black Gold 5 pin Rush sight, Ripcord Ace arrow rest, TightSpot 5 arrow quiver, Octane 7" Hunter stabilizer, Carbon Peep and comfort wrist sling. All items have a unique look specific to the Carbon Icon DLX.

Not only is the Carbon Icon DLX loaded with premium accessories, but it's also going to hit shelves in two new color options: Micro Carbon Fiber and Kryptek Highlander. Complementing these colors, all gold anodizing on the original Carbon Icon has been changed to red to match the custom accessories.

Finally, we couldn't make a bow this incredible and not have it ready to shoot right away. The Carbon Icon DLX is dialed in at 20 yards out of the box, so there's no time wasted in firing your first shots.

"The Carbon Icon has proven time and time again that premium performance, strength and looks can be attained at many levels which why it's one of the best-selling carbon bows of all time," said Jeff Suiter, Bowtech's Director of Marketing. "Shooters are always looking for an edge and expect the most out of their bows. We're excited to give them the best of the best all in one package."

SPECIFICATIONS

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| Brace Height: | 7 Inches | IBO/ATA Speed: | 335 fps |
| Axle to Axle: | 31 Inches | Kinetic Energy: | 87.2 ft-lbs. |
| Draw Length Range: | 26.5-30.5 Inches | Effective Let-Off: | 80% |
| Draw Weight: | 50, 60, 70 lbs. | Mass Weight: | 3.2 lbs. |

Bowtech fuels the Carbon Icon DLX with its proven Binary Cam system. In addition to perfectly synched cams, the Carbon Icon DLX injects PowerShift Technology into the mix allowing the shooter to pick the draw cycle he or she prefers, an option exclusive to Bowtech bows. At 3.2 pounds and 335 fps, the Carbon Icon DLX will be torching the shelves this July.

For more information, visit www.BowtechArchery.com.

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.



CARBON ICON DLX

- PowerShift Technology
- 31" ATA
- 7-inch Brace Height
- Binary Cams
- Knight Riser
- Black Gold Custom Rush Sight
- TightSpot 5 Arrow Quiver
- Ripcord "ACE" Rest
- Octane 7" Stabilizer
- IBO/ATA Speed: 335 fps
- MSRP: \$999