

FOR IMMEDIATE RELEASE

Contact: Mike Alday
 mike@aldaycommunications.com
 615-791-1535

REFINED FOR PERFECTION: BOWTECH UPGRADES TARGET BOW WITH LAUNCH OF FANATIC 3.0

Eugene, Ore. - Competition archers know the difference between first place and second place can be the smallest of margins. That's why Bowtech has refined every last detail of its industry-leading target bow to create the new Fanatic 3.0.

"The Fanatic 3.0 design is inspired by our professional archers," said Jake Siegel, Product Marketing Manager for Bowtech. "We trust and respect our Bowtech competition professionals, so we applied their expertise in creating the Fanatic 3.0, a bow capable of incredible performance regardless of the competition level. Whether you're shooting on the professional circuit or at a weekend tournament, the Fanatic 3.0 has the design and technology to put you on the podium."

SPECIFICATIONS

SD		XL	
Brace Height:	7 Inches	Brace Height:	7.375 Inches
Axle to Axle:	37.75 Inches	Axle to Axle:	37.75 Inches
Draw Length Range:	24-29 Inches	Draw Length Range:	28-32.5 Inches
Draw Weight:	40, 50, 60, 70 lbs.	Draw Weight:	40, 50, 60, 70 lbs.
Mass Weight:	4.7 lbs.	Mass Weight:	4.7 lbs.
IBO/ATA Speed:	320 fps	IBO/ATA Speed:	315 fps

Improvements featured on the Fanatic 3.0 include a 10 percent stiffer riser for more consistency and a new grip geometry for improved stability. Increased string and cable counts virtually eliminate creep, and a new rear stabilizer mount allows the shooter to customize the balance of the bow.

In addition, no other bow offers the customization options of the Fanatic 3.0. Overdrive Binary cams deliver more tuning capabilities than any other cam system, and Bowtech's Powershift Technology allows the shooter to choose his or her own feel. Two cam choices, SD or XL, give the shooter maximum efficiency at any draw length. The bow also has optional let-off modules at 65 percent or 80 percent and optional draw stop configurations in triangle or round.

The Fanatic 3.0 is available in seven different finish colors including a new White finish. Other options are Blue, Black, Green, Red, Orange and Purple. Suggested retail price for the bow is \$1,499.

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.



FANATIC 3.0

- PowerShift Technology
- OverDrive Binary Cams
- SD or XL cam options
- Rear stabilizer mount
- 10% stiffer riser vs. 2.0
- Improved grip geometry vs. 2.0
- Increased string and cable strand count vs. 2.0
- Optional let-off modules (65% and 80%)
- Optional draw stop configurations (round/triangle)
- New finish option: White
- IBO/ATA Speed: 325 fps
- MSRP: \$1,499