

FOR IMMEDIATE RELEASE

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BOWTECH LAUNCHES REVOLUTIONARY POWERSHIFT TECHNOLOGY IN NEW PRODIGY BOW

EUGENE, Ore. – Bowtech Archery, the industry leader in archery innovation, has once again developed technology that will shift the archery industry forever. The brand new 2015 Prodigy, featuring the revolutionary new PowerShift Technology, delivers versatility unmatched by any compound bow on the market today.

“PowerShift Technology is a game changer among bow manufacturers, and we’re proud to introduce it on the Prodigy,” said Jeff Suiter of Bowtech Marketing. “The Prodigy removes the need to compromise when choosing a bow. Archers can have speed, power, a smooth draw or an effortless draw all in one truly revolutionary compound bow.”

PowerShift Technology is a brand new innovation in compound bow design that allows the shooter to have every bow he wants with zero compromise. A quick shift of the PowerDisc changes the bow from its Performance setting (maximum speed and knock-down power) to its Classic setting (hard-hitting but smooth) or its Comfort setting (effortless draw).

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	343 fps
Axle to Axle:	32 Inches	Kinetic Energy:	91.45 ft-lbs.
Draw Length Range:	25-30.5 Inches	Effective Let-Off:	80%
Draw Weight:	50, 60, 70 lbs.	Mass Weight:	4.2 lbs.

The Prodigy measures 32 inches from axle to axle, has a generous 7-inch brace height and weighs just 4.2 pounds.

Additional Bowtech technologies featured on the bow include OverDrive Binary Cams for impeccable tuning and consistency, Center Pivot Extreme for unmatched accuracy and speed and FLX-Guard to eliminate riser torque.

The Prodigy is available standard in BlackOps™ and Mossy Oak® Break-Up Country™. Additional finish options include Realtree® Xtra Green™ and Kryptek® Highlander™. Suggested retail price on The Prodigy is \$1,099.

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.



THE PRODIGY

- PowerShift Technology
- 32" ATA
- 7-inch Brace Height
- OverDrive Binary Cams
- Center Pivot Extreme
- FLX-Guard
- IBO/ATA Speed: 343 fps
- Weight: 4.2 lbs.
- MSRP: \$1,099