

FOR IMMEDIATE RELEASE

January 8, 2015

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BOWTECH PARTNERS WITH EVA SHOCKEY FOR SIGNATURE SERIES BOW

EUGENE, Ore. – Bowtech Archery, the industry leader in archery innovation, has partnered with television host and hunter Eva Shockey to create the premier bow for female archers on the market today. The Eva Shockey Signature Series bow combines the extraordinary expertise of Eva Shockey with industry-defining technologies only available from Bowtech.

“We asked women what they need in a bow, and from performance to aesthetics, we are excited to exceed their expectations with the Eva Shockey Signature Series bow,” said Jeff Suiter of Bowtech Marketing. “From our revolutionary new PowerShift technology to the design touch only Eva Shockey could offer, this bow has everything you need to elevate your hunt.”

PowerShift Technology is a brand new innovation in compound bow design that allows the shooter to have every bow she needs with zero compromise. A quick shift of the FlipDisc changes the bow from its Performance setting (maximum speed and knock-down power) to its Comfort setting (effortless draw).

SPECIFICATIONS

Brace Height:	6.25 Inches	IBO/ATA Speed:	332 fps
Axle to Axle:	31.5 Inches	Kinetic Energy:	85.7 ft-lbs.
Draw Length Range:	22.5 - 28.5 Inches	Effective Let-Off:	80%
Draw Weight:	40, 50, 60 lbs.	Mass Weight:	3.3 lbs.

Additional Bowtech technologies featured on the Eva Shockey Signature Series bow include the carbon-compound Knight Riser for minimal weight, OverDrive Binary cams for impeccable tuning and consistency, FLX-Guard to eliminate riser torque and the Extinguish Dampening System for greatly reduced vibration after the shot.

The bow measures 31.5 inches from axle to axle, has a 6.25-inch brace height and weighs just 3.3 pounds. It can fire arrows at speeds up to 332 fps. Available in BlackOps™ with Electric Blue accents, the suggested retail price for the bow is \$849.

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.



EVA SHOCKEY SIGNATURE SERIES

- PowerShift Technology
- 31.5" ATA
- 6.25-inch Brace Height
- OverDrive Binary Cams
- Knight Riser
- FLX-Guard
- IBO/ATA Speed: 332 fps
- Weight: 3.3 lbs.
- MSRP: \$849