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DIAMOND ARCHERY LAUNCHES EDGE SB-1 WITH ONLINE HOW-TO VIDEOS AND MULTI-PLATFORM SUPPORT

Diamond Archery continues to bring cutting-edge innovation to its product line with the launch of the Edge SB-1, a versatile, highly-adjustable and blazing fast bow perfect for everyone regardless of age or skill level. The Edge SB-1 features synchronized binary cams for impeccable performance and the brand new EZ-Adjust System to make customization quick and simple.

Since the Edge SB-1 is widely versatile and easily adjustable, Diamond has also taken the unprecedented step of creating a website, www.adjustmybow.com, with how-to videos featuring instructions on bow set-up as well as tips and tricks on shooting form.

“The Diamond Edge SB-1 is your new bow, no matter who you are or what you enjoy doing with it,” said Todd Snader, Product Marketing Manager for Diamond. “In the Edge SB-1, we’ve built a bow for everyone with peak innovation and performance, incredible adjustability and a multi-platform support system to ensure that you have the absolute best experience with your bow.”

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	318 fps
Axle to Axle:	31 Inches	Kinetic Energy:	78.7 ft-lbs.
Draw Length Range:	15 - 30 Inches	Effective Let-Off:	80%
Draw Weight:	7 - 70 lbs.	Mass Weight:	3.6 lbs.

The Edge SB-1 is the second Diamond Bow to feature the revolutionary synchronized binary cam system first introduced by Bowtech. New on the Edge SB-1 is the EZ Adjust System, which allows for simple adjustments to draw weight and draw length. The bow also comes equipped with a twist-off quiver for fast attachment and removal.

The bow has a draw weight adjustable between seven and 70 pounds and a draw length range from 15 to 30 inches. The brace height is seven inches, the axle-to-axle length is 31 inches and the bow weighs a total of 3.6 pounds. Top arrows speeds on the Edge SB-1 will reach 318 feet per second.

The Edge SB-1 multi-platform support includes how-to videos at www.adjustmybow.com, email support at adjust@diamondarchery.com, text support by sending “ADJUST” to the number 313131, and social media support through use of the hashtag #adjustmybow.

Available finishes on the bow include Mossy Oak Break-Up® Country™, PurpleBlaze, BlueBlaze and BlackOps. Suggested retail price on the Edge SB-1 is \$449, making it an affordable option for an archer at any stage of development.

For more information, visit www.DiamondArchery.com.

Diamond Archery is a division of Bowtech Inc. 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.



DIAMOND EDGE SB-1

Diamond Edge SB-1

- Synchronized Binary Cams
- Draw Length Range: 15-30 Inches
- Draw Weights: 7-70 pounds
- IBO/ATA Speed: 318 fps
- MSRP: \$449

Support Options

- AdjustMyBow.com
- adjust@diamondarchery.com
- Text “ADJUST” to 313131
- Social hashtag #adjustmybow

Package Includes:

- R.A.K. custom sight
- Octane Hostage Max rest
- Five-inch Ultra-Lite Octane stabilizer
- Octane Deadlock Lite Quiver
- Comfort wrist sling
- Carbon peep
- BCY string loop

THIS IS YOUR BOW