

FOR IMMEDIATE RELEASE

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DIAMOND PRISM: THE NEW COOL

EUGENE, Ore. - From the backyard and archery club to the competition range, the Diamond Prism delivers the performance and look it takes to stand out in a crowd. Based on Diamond's most popular platform ever, the Edge series, the Prism delivers what every recreational archer needs to learn and grow in the sport: extreme versatility and adjustability. The perfect way to get any level of archer into the sport, the Diamond Prism comes fully equipped and ready to go right out of the box. Just add arrows.

"The Diamond Prism makes it easier than ever to start someone in archery and to keep them equipped as they learn and grow in the sport," said Jeff Suiter, product marketing manager for Diamond. "This bow has the versatility, adjustability and performance features you need to enjoy your time on the range and look good doing it."

SPECIFICATIONS

Brace Height:	7 Inches	Draw Weight:	5-55 lbs.
Axle to Axle:	31 Inches	IBO/ATA Speed:	295 fps
Draw Length Range:	18-30 Inches	Mass Weight:	3.2 lbs.

Featured on the Prism is the Extreme Adjustability Limb System for exceptional durability and forgiveness, rotating module technology for a generous draw length range and an infinite draw stop for peak comfort for every shooter.

The bow is adjustable in draw weight between five and 55 pounds, has a draw length range of 18-30 inches and can fire arrows at speeds up to 295 fps. The bow weighs just 3.2 pounds, has a 7-inch brace height and measures 31 inches from axle to axle.

The Prism also comes with everything needed to shoot right out of the box: A three-pin Tundra sight, Hostage XL arrow rest, tube peep sight and black nock.

Available in six eye-catching finish options including green, orange, blue, purple, Black Ops™ and Mossy Oak camouflage. Suggested retail price on the Prism package is \$349.

For more information, visit www.DiamondArchery.com.

Diamond Archery is a division of Bowtech. 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 PRISM

Prism Features:

- Extreme Adjustability Limb System
- Rotating Module
- Draw Length Range: 18-30 Inches
- Draw Weights: 5-55 pounds
- IBO/ATA Speed: 295 fps
- MSRP: \$349

Package Includes:

- Three-pin Tundra sight
- Hostage XL arrow rest
- Tube peep sight
- Black nock.