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FOR IMMEDIATE RELEASE

**TRY TO FIND KOWA'S NEW HIGH PERFORMANCE BINOCULARS
AND SPOTTING SCOPES—IF YOU CAN!**

Introduction of Realtree Camouflage patterns will make these optically advanced Binoculars and Spotting Scopes virtually invisible in the field.

Los Angeles, CA—Kowa, one of the world's leaders in high performance sporting optics, has just taken a major step to decrease its visibility. Working with Realtree Camouflage, Kowa has added this legendary "stealth pattern" to three of its most sought after high performance compact binoculars and one of its renowned TSN spotting scopes.

Just unveiled at sporting goods shops and specialty stores, Kowa's BD42, BD32 and BD25 compact binoculars have casing options featuring the Realtree pattern, as does the Kowa TSN-602 60mm spotting scope. With the addition of these optically advanced, yet virtually invisible spotting instruments, sportsmen will have an advantage in the field they've never had before.



"High performance optics in a compact body design has always given hunters an edge in the field," noted Joshua Lazenby, Channel Manager of Kowa's Sporting Optics Division. "Now with the addition of this proven camouflage design, we have maximized concealment for the hunter that will not minimize in any way his visual acuity. A spotter's presence in the field with these binoculars and scopes will be imperceptible to wildlife, and maybe to anyone else in his party."

Joshua pointed out that the designs of Kowa's compact sporting optics have long been the choice for sportsmen who seek a bright and wide visual range with a durable casing and a smaller profile. He added that all the lenses and prisms of Kowa's BD binocular series and the TSN scopes are fully multi-coated, ensuring a clear visual range and high image resolution. The lightweight yet rugged housing of each instrument is designed to minimize bulk and still mold comfortably into the hand.

"Of course, the new camo cloaking is what really has us excited," he enthused. "We conducted dozens of tests and focus groups to ensure that we had the ideal concealment pattern." Joshua stated that Kowa chose Realtree because its pattern and colors has proven itself in a wide variety of field applications in a huge array of environments under every conceivable condition.

Realtree Camouflage has been a leader in concealment patterns for hunters and the military around the world, ever since the company was born in 1986. That's when Bill Jordan, Realtree's founder, sketched and colored an exact replica of the bark of a giant oak tree. He believed that by layering images of twigs and leaves over a vertical bark background, he could create a three-dimensional pattern that would better match the fall woods and make his pattern imperceptible in the field.

According to Mr. Lazenby, Kowa's three new camouflaged BD binoculars and TSN scope have just been shipped to hunting and sporting goods retailers throughout the country. But, he quickly added that you may have to look very carefully to locate one. "They do feature one of the best camouflage patterns there is," laughs Lazenby.



The MRSP for the BD42-10C is \$620.00; and the BD42-8C is \$590.00; the BD32-10C version is \$530.00; and the BD32-8C version is \$500.00; BD25-10C is \$290.00; the BD25-8C version is \$260.00 and the TS602S is \$490.00 (Body Only).

About Kowa Optimed, Inc: Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit www.kowa-usa.com

About Jordan Outdoor Enterprises: Jordan Outdoor Enterprises is located in Columbus, Georgia and has over 800 Licensees. The company's Advantage and Realtree brands are two of the most recognized brands in the hunting industry. For more information on Jordan Outdoor Enterprises and their Realtree brand; call (706) 569-9101 or visit www.realtree.com.

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