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## For Immediate Release

### Feather Vision Announces their Lens Retainer System for Sure-Loc® Scopes

Ithaca, NY – April 20, 2009

Feather Vision the premier provider of optical aids for use in competitive archery and bowhunting, today announced that they now provide an affordable lens adapter/lens retainer system (LRS) for the Sure-Loc® Black Eagle line of scopes.

“We have wanted to provide an affordable solution like this for some time,” states Bert Cooley, President of Feather Vision, “Shooters and dealers alike have been asking us for a number of years if we had a replacement lens system for the Black Eagle scopes. Now we can tell them yes! Based on early orders we think this will be a very popular offering.”

“It was important that we offered a product that had an exact thread match to the Sure-Loc® scope bodies. It also had to look right and be really high quality.” says Chuck Cooley, Vice President of Feather Vision “It was equally important that we offer a cost attractive solution and provide the superior optics that Feather Vision is known for. It’s clear this LRS system meets all of those goals.”

The FeatherVision™ Lens Retainer System for Sure-Loc® scopes is available for the 29mm, 35mm, and 42mm Black Eagle housings. It consists of a CNC Machined Aluminum Threaded retainer ring with an exact thread match to the housing. It’s been anodized to match the housing as well. The LRS kit also has an o-ring, a firm lens shelf enhancement ring, and a FeatherVision™ lens. The full line of FeatherVision™ lenses is available for the LRS kit.

With dealer and distributor pricing available, the LRS for Sure-Loc® scopes is expected to retail between \$125.00 and \$175.00 depending on the choice of lens. To protect the archer’s investment, additional lenses are available from Feather Vision at their regular pricing without the need to purchase another retaining ring.

#### About Feather Visions, Inc.

Feather Visions, Inc. was incorporated in 1997 with the mission to bring innovative and improved lenses to the archery community. Feather Vision has grown to an internationally recognized, industry leading supplier of OEM scope lenses and replacement lenses for all scopes and sights. Feather Vision supplies industry notables such as HHA, Spot-Hogg, CR Archery, AXCEL, Bow-Tech/Octane, Copper John, and BD Archery with lenses. Feather Vision is typically recognized as the #1 independent lens suppliers dedicated to the archery industry. Their focus has always been to provide excellent quality scope lenses and optical accessories for use in archery.



For further information, contact Feather Vision at 607.256.0759: or [www.FeatherVisions.com](http://www.FeatherVisions.com)