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PRESS RELEASE

PSE AND DRURY OUTDOORS JOIN FORCES TO MAKE OUTDOOR TELEVISION HISTORY



Tucson, AZ - Precision Shooting Equipment, Inc., manufacturer of high quality archery equipment, is pleased to announce that they have joined forces with the nations leading outdoor television producer, Drury Outdoors.

Outdoor television personalities Mark and Terry Drury, along with the talented Drury Outdoors Staff and PSE have set their sights on taking outdoor programming to a whole new level. Drury

Outdoors will produce a unique new program for PSE that will be 'all archery, all the time'. The new program entitled **Bow Madness** will anchor a new big game block on the Outdoor Channel, Thursday nights at 10:00 EST/9:00 CST. **Bow Madness** is guaranteed to be 100% wild, 100% bowhunting and 100% big game! Drury Outdoors teams will travel around the country bringing you all the action like only Drury Outdoors and PSE can!

PSE and the Drury's have also teamed up in the design of an incredible new bow. The new **Dream Season** X Force bow was designed using PSE's amazing new X Force technology. The hunter friendly design features a 7-inch brace height, is rated at a record breaking 340 fps. IBO speed and features dynamic Dream Season graphics. The **Dream Season** bow will catch the consumer's eye with its dynamic graphics package, Mossy Oak New Break-Up camouflage, Hybrid Fast cam system and past parallel limb design. The new bow will be featured on all **Dream Season** episodes starting in August of 2008.

"We are excited about the partnership between Drury Outdoors and PSE," Blake Shelby, Marketing Director for PSE says of the new opportunity. "Not only will this relationship increase PSE product visibility on television, but it will add to an already strong PSE Pro Staff. From added experience on product design to educating our consumers, this relationship is a win-win for everyone involved."

For more information PSE television programs and archery products visit PSE Archery online at www.pse-archery.com or contact Precision Shooting Equipment, Inc. at (520) 884-9065.

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