



FOR IMMEDIATE RELEASE

THE JUDGE™

Elite Archery's new bow in 2010

Henrietta, New York; Elite Archery announces the Judge™ as its new bow leading into 2010. The Judge™ will be Elite Archery's premier speed bow with an axle to axle of 34 7/8" and a brace height of 6".

"We've been listening to our dealers and customers and they're asking for a faster Elite bow," Elite Archery President, Peter Crawford, commented. "We want to make bows that are fast, efficient and still enjoyable to shoot every day. We believe the Judge™ is the answer."

The Judge™ is available from 26" to 30" with peak weights of 50 to 90 lbs. The new bow will also come standard with Elite's new patent pending modular two-track cam system as well as Limbsaver vibration dampening components.

Elite Archery's design engineer, Mike Derus said, "Unlike other modular cams, our new patent pending modular cam system is not only designed to optimize efficiency and speed at every draw length, but each mod also includes an integral locking method to ensure positioning and strength"

"The Judge™ was developed based off of our very popular GT500 platform, with an increased reflex riser design, giving us the 6" brace height," said Garret Armstrong, Elite's Vice President of Sales and Marketing. "This bow is exceptionally fast, quiet and shock free for having such a short brace height."

Elite Archery is offering the Judge™ in Realtree AP and Realtree Max-1 Camouflage as well as Ninja black, Elite's AT Edition with the black riser and both the Realtree AP and Max-1 limb color options and Elite Archery's new target color option; Anthracite Metallic. Also new for this year, Elite Archery is offering high quality branded quivers, stabilizers and soft goods to support its current line.

For more information on Elite Archery, please visit www.elitearchery.com or call 877-503-5483. Media questions can be directed to Maggie Armstrong at maggie@elitearchery.com