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FOR IMMEDIATE RELEASE

Achieving Ultimate Accuracy: The 2015 *ELITE Victory™* *Accuracy and Forgiveness Combine into one Shootable Package*

Henrietta, NY (October 03, 2014) - ELITE Archery introduces their most advanced target bow ever — the new-for-2015, *Victory™*.

Designed to dominate, the New ELITE *Victory™* delivers on shootability like no other tournament bow ELITE's ever created. With enhanced geometry and comprehensive anatomy the *Victory's* machined integral grip (no side plates) provides a stable platform for torque-free shooting. Dual straight and 10-degree down stabilizer mounts and two rear stabilizer mounting positions allow shooters unparalleled options for customized balance while a new reinforced Riser Cage™ maintains an extremely rigid riser with maximum energy transfer to the bow's parallel limbs. ELITE's exclusive new *Victory™* Cam system with adjustable color-coded o-ring draw stops allows shooters to customize the cam's valley for ultimate personalization and unrivaled feel during shot execution.

A praxis of forgiveness, the 39-inch axle-to-axle *Victory™* has a 7-inch brace height weighs in at 4.5lbs and is designed to aim, aim, aim. At an impressive 325 fps I.B.O., the *Victory™* is about making great shots when the pressure is on and offers a recipe of shootability that's certain to climb the podium.

ELITE Archery President, Peter Crawford had this to say about the 2015 *Victory™*, "The 2014 target season was a huge success for ELITE and our target archery team. Led by Levi Morgan, ELITE Archery made a big impression in the US and globally in 2014. Whether it was 3D or Indoor events, ELITE was there, making podiums and winning tournaments. With input from our internal team and the world-class archers that shoot for us, we are excited to announce the 2015 *Victory™*. Our best aiming bow we have ever made. It seems to hold on target forever. Levi and the rest of our team dominated with an Energy 35 hunting bow. The *Victory™* is designed to win tournaments, increase scores and inspire confidence in all the archery games. As an added bonus, it may be the fastest target bow in its class! 2015 will be the year of ELITE and the *Victory™* target bow."

Additional new features include ELITE's redesigned string suppressor system, Limbsaver® Broadband dampeners and premium Winner's Choice Custom Bow Strings constructed with extremely stable BCY-X material in coordinating colors that match the eye-catching Ninja, anodize Red, Blue, Green, and new-for-2015 Orange risers. Available in 40, 50, 60, 65 and 70 peak draw weights, either right or left handed. Running a wide range of draw lengths from 26-32 inches in half-inch draw increments nearly every archer can find a *Victory™* to fit their specs!

MSRP: \$1,249.99

ABOUT ELITE ARCHERY

Established in 2006, Elite Archery is a high-end compound bow company based in Henrietta, New York. Elite's line of compound bows consist of two-track binary cams with the efficiency that's to be expected from a high-energy cam system, but with the smoothest draw cycle available. For more information, visit www.elitearchery.com, like us on Facebook at www.facebook.com/EliteArchery or follow us on twitter at www.twitter.com/Elite_Archery

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