



FOR IMMEDIATE RELEASE

## **Elite Archery and Winner's Choice Bowstrings The two companies partner in 2013**

**Henrietta, New York;** Elite Archery announces it will now use Winner's Choice Custom Bowstrings as the company's stock strings and cables on all of its 2013 bow models. Elite will exclusively use strings and cables made of 8190 X-treme™.

“Winner's Choice has long set the standard for the highest quality strings and cables available anywhere. 8190 Xtreme™ is made from the highest quality SK90 Dyneema and is the strongest, most advanced string material on the market today,” said Elite Archery Design Engineer, Mike Derus. “When you add the best string material with the best string manufacturer you get a combination that simply can't be beat.”

Each string and cable set also has the Winner's Choice WeatherLock™ technology allowing peak performance in any weather condition.

“Winner's Choice brings the quality and dependability to Elite bows that our customers have come to expect from us,” commented Peter Crawford, President of Elite Archery. “The company's proprietary process allows our bows to perform at their best for the longest period of time.”

### **ABOUT ELITE ARCHERY**

Elite Archery, a privately-held company based in Henrietta, NY is focused on designing the world's most high-tech and prestigious hunting and target compound bows. In January 2009, Elite Outdoors, LLC purchased certain assets from J2 Archery, Inc. in Washington and Elite Archery was moved to Upstate New York. Visit [www.elitearchery.com](http://www.elitearchery.com) for more information. Connect with Elite on Facebook at [www.facebook.com/elitearchery](http://www.facebook.com/elitearchery) and on [Twitter](https://twitter.com/Elite_Archery) (@Elite\_Archery).

### **ABOUT WINNER'S CHOICE CUSTOMER BOWSTRINGS**

Headquartered in John Day, Oregon, Winner's Choice Custom Bowstrings, Inc. is an industry-leading manufacturer of superior-quality custom bowstrings and buss cables. Now in the 13th year of business, Winner's Choice produces around 140,000 strings annually and has the best warranty/return rate in the Industry. Visit [www.winnerschoicestrings.com](http://www.winnerschoicestrings.com) for more information.

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