



# Kruger Optical

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## **FOR IMMEDIATE RELEASE:**

### **Kruger Optical to showcase new products at 2009 SHOT Show**

*Optics company, known for private label products, expands sport and tactical offerings under its own brand name; products on display at Booth #4584*

Jan. 9, 2009 — Kruger Optical may not be a household name in the optics industry, but thousands of happy customers already know and enjoy their work.

For over a decade, the company has led a low-key existence as a provider of private-label binoculars, riflescopes and spotters for a variety of large retailers. Providing optics for such customers as West Marine, Burris, REI, L.L.Bean, the Discovery Channel and many others, the company has consistently produced innovative, high-value optics products.

This year, the company is introducing a variety of products under its own brand name to showcase its finest designs. Kruger Optical-branded riflescopes, binoculars and spotters combine an elegant look with features designed to make them a pleasure to use. The collection is offered with attractive dealer margins.

Products from the Kruger Optical collection can be seen at Booth #4584 at the 2009 SHOT Show Jan. 15-18 in the Orange County Convention Center in Orlando, FL.

“With the Kruger-branded products, we decided to create user-friendly products from scratch,” said Kruger Optical President Mark Thomas. “We started with the user interface and designed the core of the product around that. So with all our products, we have found ways to make them easier to use.”

The company is introducing exciting new products such as the K-5 Rifle Scope Series, a 7-model family of scopes featuring a 5x erector system and Rapid Target Technology™ for quick and easy target acquisition.

Also available will be the Lynx Spotting Scope Series, developed for the tactical and sporting markets. The product of three years of development, the Lynx scopes combine high performance electronics with a rugged ergonomic design. The variable power scopes, which range equally at all powers, feature illuminated ranging Mil-dot reticles for quick target acquisition.

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Other Kruger Optical products being introduced in 2009 will include the Caldera Series and Ranger Series binoculars. Suitable for professional and recreational use, binoculars will be distinguished by durability, superb optics and innovative technical features.

Advanced, high-value products are made possible by the extensive engineering experience of the Kruger team. With a combined 150 years of experience in optical product development, manufacturing and marketing, Kruger's engineering-based team has a unique ability to bring innovative products to market.

Working from its sales and operation center in Walnut, CA, engineering and QA headquarters in Sisters, OR, and QA and logistics center in Shanghai, China, the company combines personal service with factory-direct pricing. Our U.S. staff works closely with engineers in the company's ISO 9001 and 9002 certified factories in Asia to produce innovative and high value products.

The company also offers Columbia sport optics products under license from Columbia Sportswear Company, including binoculars, spotters and riflescopes for the hunting, birding, boating, wilderness and general optics markets.

Kruger Optical also continues to provide private label products, offering well over 300 SKUs of optics products representing nearly every price point and combination of features.

Dan Callen, vice president of sales and marketing, will be available at the SHOT Show to discuss sales of any of these product lines. He can also be reached at his office in Overland Park, Kansas, at (913) 814-7844, or by email at [danc@krugeroptical.com](mailto:danc@krugeroptical.com).

#### **About Kruger Optical, LLC**

Kruger Optical, LLC, is a full-service provider of quality sports optics. Headquartered in Sisters, Oregon, and Walnut, California, the company has been providing binoculars, riflescopes, spotting scopes and other optics products, as well as optical engineering services for nearly a decade. With nearly 150 years of combined experience in optical product development and marketing, Kruger Optical's talented and dedicated staff is committed to developing innovative, high performance products for the discerning customer. To learn more, please visit our website at <http://www.krugeroptical.com>.

#### **About Columbia Sportswear Company**

Founded in 1938 in Portland, Oregon, Columbia Sportswear Company is a global leader in the design, sourcing, marketing, and distribution of active outdoor apparel and footwear. As one of the largest outerwear brands in the world and the leading seller of skiwear in the United States, the Company has developed an international reputation for quality, performance, functionality and value. The Company manages a portfolio of outdoor brands including Columbia Sportswear, Montrail, Mountain Hardwear, Pacific Trail, and Sorel. To learn more about the Company, please visit the website at <http://www.columbia.com>.