



BROWNING ARCHERY

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PRESS RELEASE

THE NEW, GROUND BREAKING GRAND ILLUSION BY BROWNING ARCHERY

Tucson, Arizona-Browning Archery proudly introduces the new Browning Grand Illusion.

The new Browning Grand Illusion is not only the fastest bow Browning Archery has ever made, it is incredibly smooth and accurate. While keeping with the classic styling and ultra reliable operation Browning Archery is known for, the New Grand Illusion is a totally new concept in bow design. Built using all new 12 inch split limbs and a new MegaFast Cam system, the Grand Illusion produces an incredible 330 fps. IBO speed. Although the speed of this new design is very impressive, the best feature of this bow is it's the ultra smooth and vibration free design. With a 7-inch brace height and Hypersplit limb pockets, the Grand Illusion is a high performing hunting bow for serious hunters who crave speed and performance in a bow.

"A lot of hard work went into this new design and we couldn't be more pleased with the performance of the bow", said VP of engineering, David Kronengold of the new Grand Illusion. "We knew it would be fast, but the feel and accuracy of this bow simply blew us away."

The Grand Illusion also does a great job of combining cosmetics with a very functional and reliable design. Featuring a stylish new-checked wood grip, an all-new fully machined riser and seven factory installed Vibracheck vibration dampeners, this bow is destined to become a classic.

For more information on the Browning Grand Illusion, please visit the Browning website online at www.browning-archery.com or contact Browning Archery at (520) 884-9065 or (800) 477 7789.

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