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News Release

Burris Optics comments on '2009 Optic of the Year' Award from NRA publications, *Shooting Illustrated* magazine

Greeley, CO- Patrick Beckett, VP Sales and Marketing for Burris Company, today said his organization is honored to receive the NRA Publications '2009 Optic of the Year' distinction for its innovative, and popular Burris SpeedBead™. "This tiny optical sighting device for shotguns, developed over the last three years, illustrates the traditional Burris commitment to invention. We set out to incorporate a highly reliable red-dot reflex sight in the perfect location on shotguns so this new aiming technology could improve novice and experienced shotgun shooters alike. It is gratifying to know the editorial staff of *Shooting Illustrated* agrees we struck the right balance of innovation and performance with the SpeedBead™."

After Burris perfected the tiny 1.5 ounce sight itself, with an adjustable base, the major task was to engineer mounting brackets to solidly secure it between the receiver and the stock. Eighteen bracket configurations were engineered to accommodate 31 models of semi-auto, pump shotguns and rifles. The result is a perfectly located optical glass sight that displays a red dot that is windage and elevation adjustable for accurate shot placement. Regardless of minor differences in head position or shotgun alignment- the red-dot indicates where the pattern will go.

The innovative SpeedBead mounts low, putting the center of the optic directly in line with the ventilated rib, so no alteration of shooting position is required. Both the target and red dot remain in focus, allowing fast target acquisition. Sighting with the dot in the lens also helps shooters with eye dominance difficulty. Many customers say they hit more consistently and compete again because of the SpeedBead.

SpeedBead is being used on thousands of shotguns for trap, skeet and sporting clays. It also is perfect for waterfowl and upland game hunting. There is even one model for the Benelli R-1 semi-automatic rifle. Many hunters appreciate the accuracy of having a sure aiming point for turkey, while others enjoy the visible dot to gauge their lead on moving game. Several models fit tactical shotguns for use in law enforcement.

"Our development of the SpeedBead illustrates an outstanding team effort at Burris, which reinforces our position on the leading edge of sporting optics," Beckett said.

Burris will attend the Golden Bullseye Awards presentation, in conjunction with the 2009 NRA Annual Meetings & Exhibits, May 15-17, in Phoenix, Arizona.

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