

DOA™

DEAD ON ACCURATE™

NO HOLDOVER GUESSWORK. NO GROUND SHRINKAGE. NO EXCUSES.

Size him up and put him down with DOA. Dramatically extend your effective range and judge a buck's trophy quality in record time with new Dead On Accurate (DOA) reticle technology featuring the Rack Bracket. Its extended-yardage aiming points enable you to shoot with lethal precision out to 600 yards with a centerfire rifle (DOA 600) or 250 yards with a muzzleloader (DOA 250). Rack Bracket reference lines help you accurately gauge the size of whitetail and mule deer antlers at distances that make it difficult

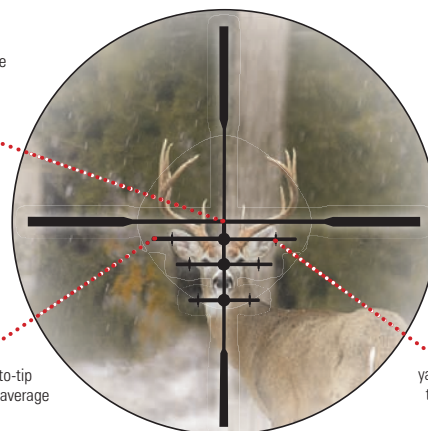
with standard optics. It all adds up to drop-dead certainty, and fewer excuses, at the moment of truth. For 2010, we're offering our recoil-proof, glass-etched DOA reticle on a broad range of riflescopes to handle virtually any hunting situation.



Rack Bracket System. At full magnification, extended yardage crosshairs measure 24", the tip-to-tip distance between an average mule deer's ears. The hash marks on each crosshair indicate the distance between an average whitetail's ears. Use these known measurements to judge a buck's rack.

**RACK
BRACKET**

Based on scope set at highest power. For example, a 3-9x scope would need to be at 9x for Rack Bracket accuracy.



24" – All extended yardage crosshairs measure 24," the tip-to-tip distance between an average mule deer's ears.

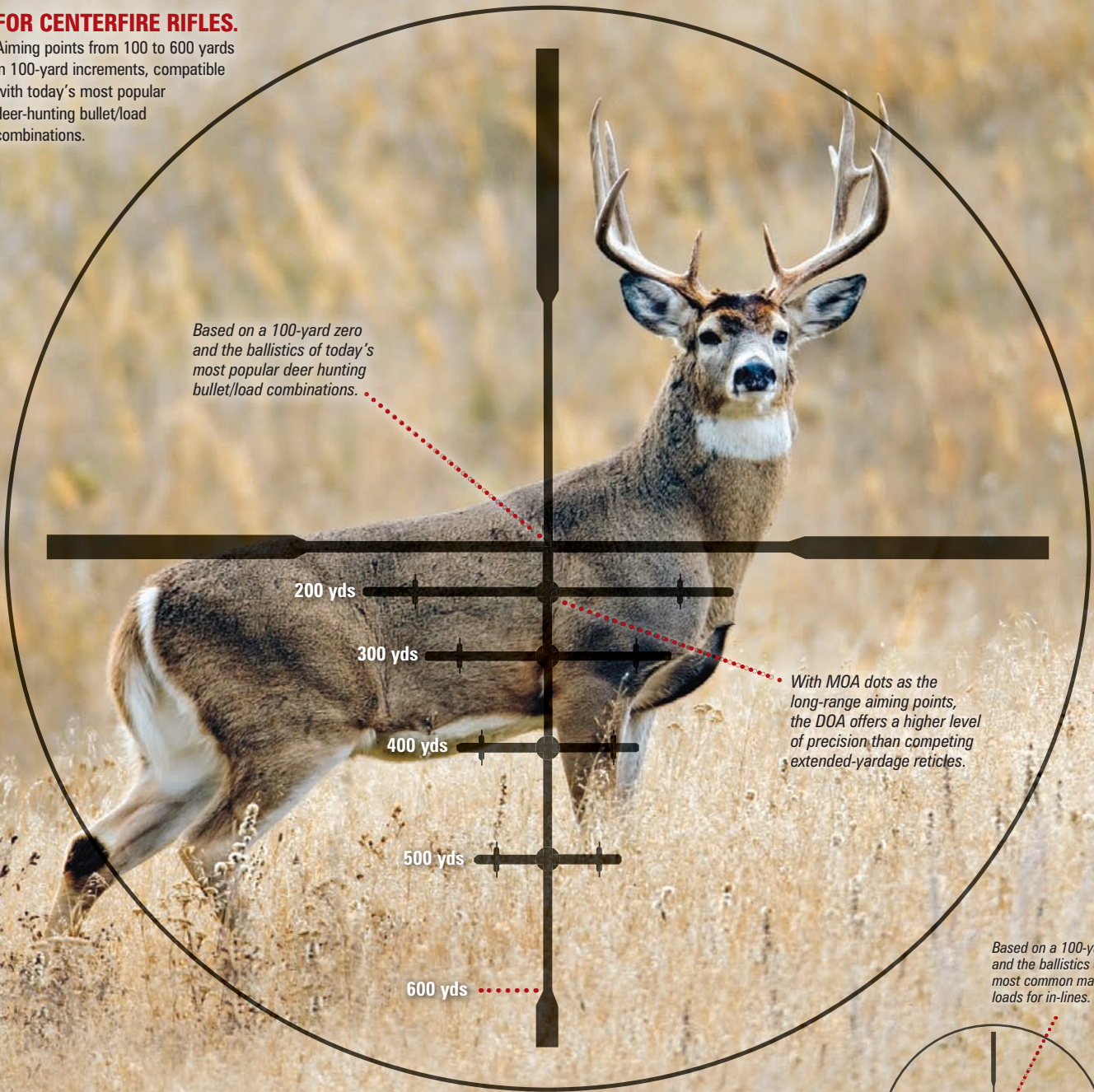
17" – The hash marks on each extended-yardage crosshair indicate the distance between an average whitetail's ears.

RIFLESCOPES



FOR CENTERFIRE RIFLES.

Aiming points from 100 to 600 yards in 100-yard increments, compatible with today's most popular deer-hunting bullet/load combinations.



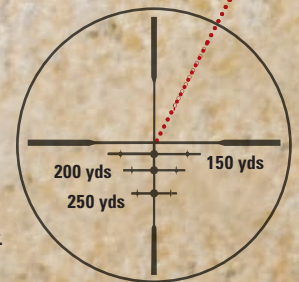
Based on a 100-yard zero and the ballistics of today's most popular deer hunting bullet/load combinations.

With MOA dots as the long-range aiming points, the DOA offers a higher level of precision than competing extended-yardage reticles.

Based on a 100-yard zero and the ballistics of the most common magnum loads for in-lines.



FOR MUZZLELOADERS. Aiming points from 100 to 250 yards in 50-yard increments with the most common magnum loadings for in-lines. Compatible for loads with 100 or 150 grains of powder.



Elite® 6500
(See pages 56-57)



Elite 3200
(See pages 60-62)



Trophy XLT
(See pages 66-69)



Look for this logo – DOA reticles available on select products for 2010.