



14161 Lake Forest Drive, Unit A • Covington, GA 30014 • P: 800-624-5988 • F: 678-342-9973

OBSESSION BOWS UNLEASHES FOUR NEW BOWS FOR 2017

November 7, 2016
Covington, GA

Obsession Bows, an Arcus Hunting, LLC company and winner of two Outdoor Life Editor's Choice awards in 2016, is poised to do it again with four all-new bows that will excite hunters and competitive shooters alike.

"We will not release a new bow unless we feel without a doubt it is the best in the industry and this year Outdoor Life agreed, recognizing Obsession Bows with two Editor's Choice awards" says Dennis Lewis, President and Founder of Obsession Bows. "Our wildly talented engineer, Kevin Strother is poised to do it again with the 2017 Hemorrhage!"

HEMORRHAGE DE

The new Hemorrhage carries on Obsession's reputation of a smooth draw and fast, vibration-free release. The sleek, compact riser design of the Hemorrhage combined with the new DE (Dynamic Energy) cam means higher performance while the 7-inch brace enables complete control shot after shot. DE cams feature Obsession's advanced PerFex System for adjusting draw length in half-inch increments.

The Hemorrhage is available now with an MSRP of \$999.00.

TURMOIL

Take a walk on the wild side with the light and fast Turmoil offering speeds up to a blazing 350 FPS with a smooth draw cycle that remains vibration-free throughout the shot. The all-new Hybrid DE cam system is equipped with interchangeable draw length modules in half-inch increments. The result is a silky smooth draw cycle, solid back wall and a precision letoff. Contact your dealer and bring Turmoil to the woods!

The Turmoil is available now with an MSRP of \$699.00.





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DEF-CON M6Z and M7Z

Building off of the award winning DEF-CON M6, Obsession has enhanced the engineering and added new features to make this years DEF-CON models some of our most technologically advanced bows to date. Others talk about bows that are smooth, but Obsession Bows delivers smooth, shootable Bows with blazing Speeds. These bows continue to be incredibly fast registering 356 fps for the M6Z and 346fps for the M7Z. Both sport the DE Cams are equipped with our advanced 2017 PerFx System with interchangeable ½ inch increments draw length mods. All screws and hardware have anti-rust coating. Two Track US Patent #7997259

Both the DEF-CON M6Z and M7Z are available now.

M6Z has an MSRP of \$999.00

M7Z has an MSRP of \$999.00

About Arcus Hunting

Arcus Hunting is an acquisition and organic growth platform seeking to build a strong portfolio of leading brands in the bow hunting and archery category. Through its brands, Tink's, Dead Down Wind, Obsession Bows, Ramcat, and Trophy Taker, Arcus markets and manufactures a range of leading deer lures, attractants, scent control products, premium bows, arrow rests, broadheads, replacement blades, quivers, and other archery accessories.

www.arcushunting.com



| | HEMORRHAGE DE | TURMOIL | DEF-CON M6Z | DEF-CON M7Z |
|----------------|-------------------------|----------------------|-------------------------|----------------------|
| Speed | Up to 340 FPS | Up to 350 FPS | Up to 356 FPS | Up to 346 FPS |
| Cams | Obsession DE | *NEW* Hybrid DE | Obsession DE | Obsession DE |
| Let-Off | 80% | 85% | 80% | 80% |
| Length ATA | 30" | 33 3/16" | 32 1/4" | 32 1/4" |
| Draw Length | Adjustable 27.5"-31" | Adjustable 27"-30.5" | Adjustable 26.5"-30" | Adjustable 27.5"-31" |
| Brace Height | 7" | 6 1/2" | 6" | 7" |
| Draw Weights | 40, 50, 60, 65, 70, 80* | 40, 50, 60, 65, 70 | 40, 50, 60, 65, 70, 80* | 40, 50, 60, 65, 70 |
| Overall Weight | 4 lbs | 3.9 lbs | 4.1 lbs | 4.1 lbs |
| Hardware | Anti-rust coated | Anti-rust coated | Anti-rust coated | Anti-rust coated |

*80 lb bows are special order only

HEMORRHAGE DE TURMOIL DEF-CON M6Z DEF-CON M7Z





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