



MISSION ARCHERY ENTERS THE CROSSBOW MARKET

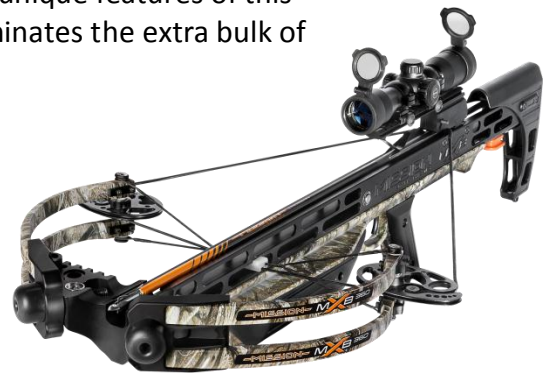
The innovative MXB-360 is another game-changer from archery icon, Matt McPherson

Sparta, Wisconsin – September 10, 2012 – Mission Archery is excited to introduce its first high performance crossbow, the MXB-360. Matt McPherson, Owner and CEO of Mission Archery, Inc. and Mathews, Inc. designed the MXB-360 to give retailers and consumers a fast, quiet and accurate crossbow that is also lightweight, balanced and extremely easy to use.

"We've spent a few years listening to our retailers ask us to build a crossbow, and we're confident the MXB-360 is going to be a new leader in terms of crossbow performance," says McPherson.

Weighing in at a mere 6.55 pounds, the first thing you'll notice when you pick up the MXB-360 is how incredibly light and balanced it feels compared to other crossbows on the market. In addition to the "less-is-more" design of the rail, one of the unique features of this crossbow is the riser, which doubles as a foot hold and eliminates the extra bulk of a stirrup (patents pending).

As the name suggests, the MXB-360 cam system produces amazing speeds up to 360 fps. That's more than enough force to take down big game, and yet it draws butter smooth with just a 14 inch power stroke. By simply adjusting the limb bolts, you can change the draw weight from 160 to 100 lbs. This same system also allows you to change strings and cables without using a bowpress!



To ensure accuracy and performance, the MXB-360s are assembled and tested before shipping. Each are packed in a customized Mission soft case, built specifically to fit the MXB-360, with added storage for crossbow accessories. Mission also offers accessory packages at three different price levels that include an MX-3 Quiver, three customized Mission crossbow arrows and a Hawke scope of your choice. These accessories have been tested and approved for the highest performance on the MXB-360.

The MXB-360 will only be available at Mission Authorized Retailers. [Visit missionarchery.com](http://missionarchery.com) to find your nearest retailer and get more information on the MXB-360.