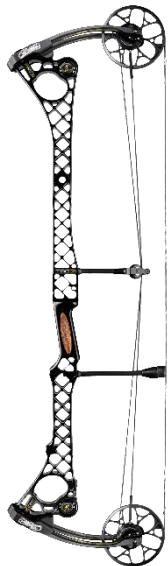**FOR IMMEDIATE RELEASE**

Date: **November 5, 2014**
Contact: **MathewsInc.Com**

MATHEWS® INTRODUCES NEW GROUND-BREAKING NO CAM ST™ TECHNOLOGY

Sparta, Wisconsin– Mathews® Archery, Inc. launches two new bows with all-new NO CAM ST™ Technology. This innovative new system utilizes two circular and concentric string tracks to create a balanced system with a radically smooth draw cycle and straight and level nock travel for superior accuracy.

Driven by NO CAM ST™ Technology, the all-new **NO CAM™ HTR** is a truly integrated system featuring shorter, more rigid quad limbs, a less-reflexed riser, twin Harmonic Stabilizers™ and our patented Focus Grip™. Reaching speeds up to 330 feet per second, the NO CAM™ HTR measures 32" axle-to-axle with a 6 5/8" brace height. RockMods™ come standard on the NO CAM™ HTR and are available in 65%, 75% and 85% let-off. The innovative new bow comes in five exclusive finishes, including the new Stone Tactical and Lost Camo® OT.

NO CAM ST™ Technology created such a balanced and accurate system that it also drove the design of a new target bow, the **NO CAM™ TRG**. In addition to the new NO CAM ST™ Technology, the NO CAM™ TRG features a less-reflexed riser with new cut-outs for added strength and stability. Twin Harmonic Stabilizers™ are also tuned to the system's 38" axle-to-axle frame. It's available in 7, 8 or 9 inch brace heights and four exclusive finishes, including the new Black Anthem. RockMods™ also provide a solid back wall and further customization; offering either 65% or 75% let-off. With all these options, setting up a bow to fit even the most discriminating shooter's needs has never been easier.

Along with the new NO CAM™ bows, Mathews® also introduced a new high performance dual-cam bow, the **Chill® X Pro**, and the **Z2**™ a new value option in the Solocam® line.

Visit mathewsinc.com for details on all the new 2015 models, as well as an exclusive look inside the Mathews® Test Facility and the creation of NO CAM ST™ Technology.

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