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FOR IMMEDIATE RELEASE

The Ultimate Lightweight Hunting Arrow

Flushing, MI - Carbon Express is pleased to introduce the Maxima® BLU™ RZ, an all-new lightweight, performance bowhunting arrow. The new Maxima BLU RZ combines the same world class, lightweight speed and accuracy of the Maxima Blue Streak® with the breakthrough broadhead accuracy of the Maxima RED®. The result is a new, lightweight hunting arrow that shoots broadheads so well that it is a revolution in bowhunting performance.

The BLU RZ is made with Carbon Express' proprietary Diamond Weave® carbon material, and features the newest Carbon Express hunting arrow technology - The RED ZONE™. The RED ZONE is a technology made possible by a new, hi-tech carbon shaft design with stiffer ends that isolate the arrow's flex in the middle of the shaft and controls dynamic spine – how the arrow flexes in flight, resulting in the management of dynamic spine.

Testing shows that the new Maxima BLU RZ with RED ZONE technology shoots broadheads consistent with field points. This field point performance translates to shooting fixed blade and mechanical broadheads longer distances. "The Maxima BLU RZ performs in ways that we have never seen before. Our shooters are grouping fixed blade broadheads with field points, and shooting more accurately at longer ranges," said Rob Eastman, CEO of Eastman Outdoors. "The Maxima BLU RZ is a good choice for bowhunters who hunt at longer distances and those that want maximum kinetic energy and accuracy with a lighter draw weight."

The Maxima BLU RZ has the tightest field point groupings of any hunting arrow in the Carbon Express® line, and up to three times tighter field point groupings than non-Carbon Express arrows. This makes the arrow a good choice for bowhunters who hunt and shoot 3D.

The Maxima BLU RZ comes in three spines – 150, 250 and 350.

The Maxima BLU RZ has the world class specs of all Maxima® arrows, including:

SPECS:

- Every arrow is laser checked for straightness to a remarkable 1/10,000 of an inch
- 6 and 12 pack sets are sorted and matched by weight and spine for best-in-class consistency
- Spine selection sorting tolerance is +/- 0.0025". Weight sorting tolerance is +/-1.0 grains
- LAUNCHPAD® Precision Nocks come standard
- Fletched with Blazer® performance vanes



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- Sports BullDog™ Nock Collar to protect the shaft against nock-end impacts
- MSRP: \$89.99/6 pack

About Carbon Express®

Carbon Express®, an Eastman Outdoors, Inc. brand, is the leading manufacturer of high-performance carbon hunting and target arrows and archery products for hunters and target shooters. For more information or customer service, visit www.carbonexpressarrows.com or call 800.241.4833.