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**INNOVATIVE FAST-DRAW QUIET RANGEFINDER
HOLDER INTRODUCED TO THE MARKET**

GREENVILLE, PA (January 2nd 2007) – Cherryhill Outdoors announces the addition of a new patent pending Quiet Rangefinder holder to its Fast-Draw line of hunting accessories.

The innovative device solves many issues associated with the carry and use of handheld laser range finders. Some of these problems are; striking against binoculars when worn around the neck (especially when quickly moving from location to location), keeping the rangefinder available and located for quick use, keeping the rangefinder orientated so fingertips fall on the activation buttons when grasped, and allowing positive attachment anywhere such as on elastic binocular harness straps, belts, pockets, or pack straps.

The Quiet Rangefinder Holder gets its name by being almost completely silent. It is made from a thermoplastic rubber similar to materials used for vibration management. The holder uses its rubber-like construction in conjunction with a plastic button that attaches to the side of a handheld rangefinder with an aggressive peel and stick waterproof adhesive. The holder functions similar to the cell phone holders of old with a button that engages the holder but without the noise. A locking grip clip allows the holder to be positively locked anywhere on the user such as a belt or pocket flap and is perfectly suited for clipping to elastic binocular harness straps. The holder comes with an elastic tether that stretches to a length of about 3 feet and that keeps the unit from getting lost and limiting impact if dropped. Another feature of note is a flexible finger that keeps the rangefinder from rotating and oriented for quick use with the buttons right under the users fingertips for one hand operation. The finish of the holder is flat black.

The Quiet Rangefinder Holder can be used with almost every handheld laser rangefinder make and model and can be used by either left or right handed users.

National distribution of the Quiet Rangefinder holder is scheduled for Spring 2007; the products are currently available though some of the archery pro-shops and retailers listed on the companies' web site and by direct sale at www.cherryhilloutdoors.com.

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For more information on the Fast-Draw Quiet Rangefinder Holder and to obtain electronic versions of the photo(s), contact: sales department, Cherryhill Outdoors, 1513 Methodist Road, Greenville, PA 16125.

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CO06M11-01