

NEW HOLLAND'S GAME-GETTER RIFLE SCOPE

**Finally a rifle scope designed
by a hunter for hunters.**

*Are you tired of poorly designed scopes lacking
in features needed by today's hunters...
THEN LOOK OUR DIRECTION, & COMPARE!*

We offer the following:

- ◆ A 5-30 x 50 FFP Rifle Scope
- ◆ Positive Lockouts on Windage and Elevation Knobs. Large, BOLD, Easy-to-Read Numbers & L-R Indicators on Windage Dial
- ◆ Patented Fit-to-Hit Reticle Technology
Simply the most advanced reticle technology ever developed with hunters in mind. Our technology provides a range and firing solution within the reticle.
- ◆ World-Class Lenses & Coatings.
- ◆ A Silky-Smooth Parallax-Dial from 15 yards to infinity
- ◆ European Reticle Focus
- ◆ Steel Clicker Plates
- ◆ 30mm Main Tube
- ◆ Nitrogen Filled

FIT to HIT
RETICLE TECHNOLOGY

**When your laser fails, NOW WHAT?
Can you afford to miss on your next hunt?**



Hunting & Shooting Simplified!

NEED AND PURPOSE

Having hunted around the world and having trained guides, PHs, outfitters and hundreds of hunters, we understand what is needed in a reticle design. The vast majority of game animals are shot from the muzzle to 400 yards. These are ethical ranges that are well with in the capability of the hunter, PROVIDED he knows the range to target and where to hold for precise bullet placement. Say good-bye to Kentucky Windage and Arkansas Elevation when shooting beyond one's initial ZERO.

VALUE

Let's be honest, not everyone has the finances to spend upwards of \$2000-4000 on a complex, whiz-bang, gadget-designed rifle scope. BDC dials, locking turrets and kaleidoscope reticles are expensive and confusing to a majority of shooters. Furthermore, they do not provide a range and firing solution. There is a HUGE market for a simple, intuitive rifle scope — at an affordable price. Why should hunters be denied performance-enhancing reticle technology at an affordable price?

ADVANTAGES

High-tech rifle scopes are expensive to make and market. The available choices are plentiful, and competition within this market is fierce. Leupold, Nightforce, Zeiss, Swarovski, Schmidt & Bender, US Optics, Burris, and others, all want a piece of this pie. Imagine a scope and reticle design that auto-ranges target sizes 15", 18", 24" and 30" and provides a firing solution to 400 yards in a matter of seconds. For practical hunting ranges we have the solution. **FIT-TO-HIT** is fast, easy to use/understand, and it does not require any mental math to obtain a firing solution.

FIT-TO-HIT RETICLE TECHNOLOGY TO THE RESCUE!

This patented reticle design allows the hunter to range his or her targets, and then determine an accurate firing solution in a matter of seconds without a laser R/F or other high-tech gadgets. With **FIT-TO-HIT**, say good-bye to dialing elevation and windage for the long shot. An etched reticle eliminates tracking related issues and full-rotation errors common in dial-up scopes. From the muzzle to 400 yards, we've got you covered.

BENEFITS TO THE HUNTER

Field and hunting accuracy are different than going to the **RANGE** or entering a **benchrest COMPETITION**. Tiny, inconsequential group size does not matter in the field. The vitals on a game animal are quite large, an 8-10 inch kill zone is usually the norm. The hunter simply needs to be able to put a bullet inside that "kill zone", and most importantly, do it **QUICKLY**.

FIT-TO-HIT provides the **SPEED** and **ACCURACY** needed, allowing the hunter to execute the shot in a matter of seconds.

Determining a **FIRING SOLUTION** using **FIT-TO-HIT** technology.

Having hunted around the world and witnessed well over 1000 animals being harvested in the field, the dialog is always the same when a game animal is spotted.

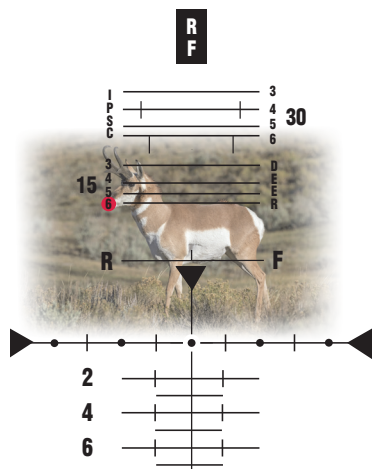
How far away is it and where do I hold to make the shot?

Often this chatter goes back and forth several times before a consensus is obtained and the hunter is ready to fire. Sound familiar? You bet. Ones success in the field is often determined by **HOW FAST** you can make the shot. Animals seldom stand around wondering what the hunter is up to. Therefore **SPEED** and **ACCURACY** are vital to the hunter's success.

Mature animals are relatively uniform in size, and their "top-of-back to brisket" dimension is very consistent and can be used to determine **RANGE** to an animal. A typical antelope will measure 15 inches from the top of its back to brisket, a mule deer/white tail deer can vary from 15" to 18", and a bull elk 24" to 30". We will use these dimensions to determine the **FIRING SOLUTION** using **FIT-TO-HIT** reticle technology. Know the size of the animal you are hunting.

EASY AS 1-2-3!

"FIT" at ⑥



EXAMPLE #1

Determining Range and a FIRING SOLUTION using the RETICLE

Target is a 15" antelope (this measurement is from top of back to brisket) Place the 15" base line on the brisket. Find the bar and number that "FITS" to the top of the antelope's back.

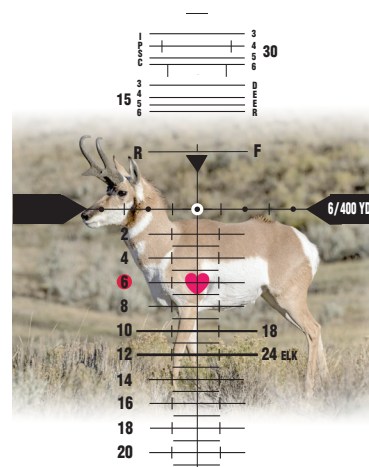
In this example the ⑥ is the perfect "FIT".

EXAMPLE #1 FIRING SOLUTION

In order to hit the animal in the heart we use the ⑥ Hold-Over as shown in the firing solution.

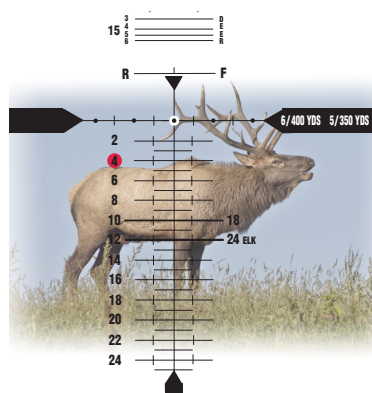
Simply "FIT" the animal and use that number to "HIT"

"HIT" at ⑥



It doesn't get any easier than FIT-TO-HIT!

"FIT" at ④



EXAMPLE #3

Determining Range and a FIRING SOLUTION using the RETICLE

Target is a 24" bull elk (this measurement is from top of back to brisket) Place the 24" base line on the brisket. Find the bar and number that "FITS" to the top of the bull elk's back.

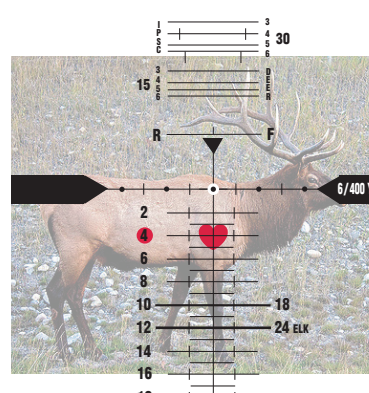
In this example the ④ is the perfect "FIT".

EXAMPLE #3 FIRING SOLUTION

In order to hit the animal in the heart we use the ④ Hold-Over as shown in the firing solution.

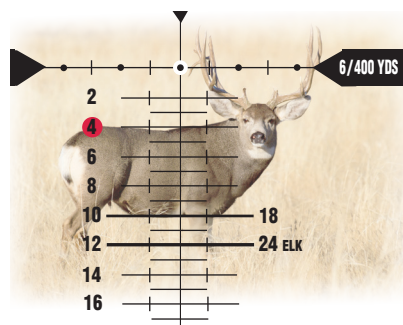
Simply "FIT" the animal and use that number to "HIT"

"HIT" at ④



Get FIT-TO-HIT and Stop Guessing at a Firing Solution!

"FIT" at ④



EXAMPLE #5

Determining Range and a FIRING SOLUTION using the RETICLE

Target is a 18" mule deer (this measurement is from top of back to brisket) Place the 18" base line on the brisket. Find the bar and number that "FITS" to the top of the mule deer's back.

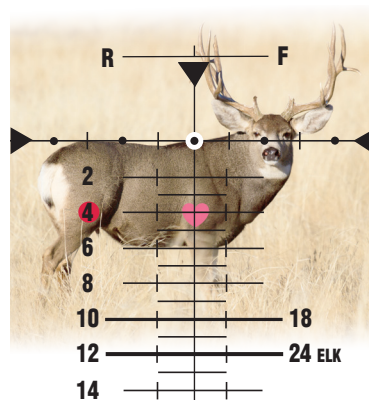
In this example the ④ is the perfect "FIT".

EXAMPLE #5 FIRING SOLUTION

In order to hit the animal in the heart we use the ④ Hold-Over as shown in the firing solution.

Simply "FIT" the animal and use that number to "HIT"

"HIT" at ④



STEP 3...Make Sure Your Knives Are Sharp!

BE "HUNT READY" with GAME-GETTER Rifle Scopes!

Rifle scopes have been around for well over 100 years, and we see the same stale, plain-Jane, vanilla technology. Duplex reticles, mil-dots and other complicated, nonsensical designs leave the average shooter confused. Even if one does understand the reticle pattern, it still does not provide a FIRING SOLUTION in the field. The hunter is left to guess the range to the target, as well as approximate the amount of hold-over if the target falls much beyond his initial ZERO.

FIT-TO-HIT Reticle Technology CHANGES that! **FIT-TO-HIT** allows the hunter to quickly and accurately determine RANGE and provides a FIRING SOLUTION to the target in a matter of seconds, from the muzzle to 400 yards. No more guessing; no missed or wounded animals. Put more venison in the freezer and trophies on the wall with **FIT-TO-HIT!**

**Technology SO SIMPLE, that in a few minutes,
ANYONE can be making accurate HITS from the muzzle to 400 yards.**

Speed and Accuracy are required on a hunt; game animals seldom stand around waiting to catch a bullet. Isn't it time you started punching your tag rather than coming home empty handed?

**Wouldn't you like to be the guy everyone talks about in
hunting camp and the envy of your friends at the range?**

GAME-GETTER rifle scopes are designed for HUNTERS, containing ALL the features/benefits needed to get the job done. **GAME-GETTER** rifle scopes provide:

- ▶ Rangefinding/Firing Solution Technology
- ▶ ZERO STOPS
- ▶ Bold easy-to-read dials
- ▶ World-class glass and lens coatings
- ▶ MOA aiming references that match the dials
- ▶ Ballistic software enabling you to ring steel on the weekend to 1000 yards or more.

ASK ABOUT OUR DELUXE PACKAGE

The Deluxe Package includes the following...

- ▶ Holland's Signature Series Scope Level
- ▶ Ballistic Data Card Software
- ▶ Ammo-Tote (You probably will only need 1 round)
- ▶ Butler Creek Scope Caps
- ▶ Holland's Ballistic Gold Card Set
- ▶ Scope Decals

"THIS AIN'T YOUR DADDY'S RIFLE SCOPE"

BUY FACTORY DIRECT and \$SAVE

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