



For Immediate Release

## Improved For 2006

### Alpen Optics Improves Eye Cup Design to its Popular Shasta Ridge<sup>®</sup> Compact Waterproof Binocular Line

For 2006 Alpen has improved the eyecup system for its Shasta Ridge compact waterproof binoculars. The new eyecup system is now a fully twist-up and lock design replacing the previous pull-up design. Vice President Tony Proper says, "Our customers love the Shasta Ridge compact's optical performance but they asked us to improve the eye cups to be the more popular twist up style. We listened and made the change which we believe make these compacts better than ever." Shasta Ridge compacts come in 8x26 and 10x26 configurations and feature a fully multi-coated BaK4 optical system, long eye relief for eyeglass wearers, and are fully waterproof and nitrogen filled for fog proof performance.

These compact binoculars are great when you want to travel light but still demand top quality optics with the peace of mind of weatherproof performance.

The long eye relief optical system provides full field viewing even when wearing eyeglasses. Full rubber armoring is ergonomically styled to handle anything Mother Nature can throw at them while providing superior holding comfort and they are backed by Alpen's lifetime warranty.

Shasta Ridge compact waterproof binoculars retail at well under \$200.

For more information on Alpen Optics products, or to find a dealer nearest you, visit Alpen's web information center at [www.alpenoutdoor.com](http://www.alpenoutdoor.com) to check the online dealer locator, or call 877-987-8370 for friendly customer service.

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#### Specifications for Alpen Shasta Ridge<sup>®</sup> Waterproof Compact Binoculars

	<u>Field of View</u>	<u>Magnification</u>	<u>Objective Lens</u>	<u>Eye Relief</u>	<u>Prism Type</u>
<b>Model</b>	<b>(feet @ 1000 yds)</b>		<b>Diameter</b>		
8x26	290 ft.	8x	26 mm	15 mm	BaK4
10x26	265 ft.	10x	26 mm	15 mm	BaK4

  

	<u>Waterproof</u>	<u>Eye Cup</u>	<u>Lens</u>	<u>Weight</u>
<b>Model</b>	<b>Fog Proof</b>	<b>Design</b>	<b>Coatings</b>	
8x26	Yes	Twist-up / lock	Fully multi-coated	13.6 oz.
10x26	Yes	Twist-up / lock	Fully multi-coated	13.6 oz.