



Item	Product Description	New MSRP	New MAP Retail	UPC
MaximaTriad				
51106	MAXIMA TRIAD XSD 400 12PK SHAFTS	\$ 319.99	\$ 299.99	044734511067
51107	MAXIMA TRIAD XSD 350 12PK SHAFTS	\$ 319.99	\$ 299.99	044734511074
51108	MAXIMA TRIAD XSD 300 12PK SHAFTS	\$ 319.99	\$ 299.99	044734511081
51109	MAXIMA TRIAD XSD 400 6PK ARROWS	\$ 169.99	\$ 159.99	044734511098
51110	MAXIMA TRIAD XSD 350 6PK ARROWS	\$ 169.99	\$ 159.99	044734511104
51111	MAXIMA TRIAD XSD 300 6PK ARROWS	\$ 169.99	\$ 159.99	044734511111
MAXIMA RED SD .203				
50868	MAXIMA RED SD 400 12PK SHAFTS	\$ 209.99	\$ 199.99	044734508685
50869	MAXIMA RED SD 350 12PK SHAFTS	\$ 209.99	\$ 199.99	044734508692
51075	MAXIMA RED SD 450 12PK SHAFTS	\$ 209.99	\$ 199.99	044734510756
50870	MAXIMA RED SD 400 6PK ARROWS	\$ 119.99	\$ 109.99	044734508708
50871	MAXIMA RED SD 350 6PK ARROWS	\$ 119.99	\$ 109.99	044734508715
50872	MAXIMA RED SD 400 EA.-36PK BULK ARROW	\$ 21.99	\$ 19.99	044734508722
50873	MAXIMA RED SD 350 EA.-36PK BULK ARROW	\$ 21.99	\$ 19.99	044734508739
MAXIMA RED CONTOUR SD .203				
51183	MAXIMA RED MO CONTOUR SD 400 12PK SHAFTS	\$ 209.99	\$ 199.99	044734511838
51184	MAXIMA RED MO CONTOUR SD 350 12PK SHAFTS	\$ 209.99	\$ 199.99	044734511845
51185	MAXIMA RED MO CONTOUR SD 400 6PK ARROWS	\$ 119.99	\$ 109.99	044734511852
51186	MAXIMA RED MO CONTOUR SD 350 6PK ARROWS	\$ 119.99	\$ 109.99	044734511869
51187	MAXIMA RED MO CONTOUR SD 400 EA.-36PK BULK ARROW	\$ 21.99	\$ 19.99	044734511876
51188	MAXIMA RED MO CONTOUR SD 350 EA.-36PK BULK ARROW	\$ 21.99	\$ 19.99	044734511883
MAXIMA RED				
50751	MAXIMA RED 400 12PK SHAFTS	\$ 189.99	\$ 179.99	044734507510
50752	MAXIMA RED 350 12PK SHAFTS	\$ 189.99	\$ 179.99	044734507527
50753	MAXIMA RED 400 6PK ARROWS	\$ 109.99	\$ 99.99	044734507534
50754	MAXIMA RED 350 6PK ARROWS	\$ 109.99	\$ 99.99	044734507541
50755	MAXIMA RED 400 EA.-36PK BULK ARROW	\$ 19.99	\$ 17.99	044734507558
50756	MAXIMA RED 350 EA.-36PK BULK ARROW	\$ 19.99	\$ 17.99	044734507565
MAXIMA RED CONTOUR				
51189	MAXIMA RED MO CONTOUR 400 12PK SHAFTS	\$ 189.99	\$ 179.99	044734511890
51190	MAXIMA RED MO CONTOUR 350 12PK SHAFTS	\$ 189.99	\$ 179.99	044734511906
51191	MAXIMA RED MO CONTOUR 400 6PK ARROWS	\$ 109.99	\$ 99.99	044734511913
51192	MAXIMA RED MO CONTOUR 350 6PK ARROWS	\$ 109.99	\$ 99.99	044734511920
51193	MAXIMA RED MO CONTOUR 400 EA.-36PK BULK ARROW	\$ 19.99	\$ 17.99	044734511937
51194	MAXIMA RED MO CONTOUR 350 EA.-36PK BULK ARROW	\$ 19.99	\$ 17.99	044734511944
MAXIMA SABLE				
51197	MAXIMA SABLE RZ 500 12PK SHAFTS (NEW)	\$ 189.99	\$ 179.99	044734511975
51198	MAXIMA SABLE RZ 400 12PK SHAFTS (NEW)	\$ 189.99	\$ 179.99	044734511982
51199	MAXIMA SABLE RZ 350 12PK SHAFTS (NEW)	\$ 189.99	\$ 179.99	044734511999
51201	MAXIMA SABLE RZ 400 6PK ARROWS (NEW)	\$ 99.99	\$ 89.99	044734512019
51202	MAXIMA SABLE RZ 350 6PK ARROWS (NEW)	\$ 99.99	\$ 89.99	044734512026
51203	MAXIMA SABLE RZ 400 EA.-36PK BULK ARROWS (NEW)	\$ 17.99	\$ 15.99	044734512033
51204	MAXIMA SABLE RZ 350 EA.-36PK BULK ARROWS (NEW)	\$ 17.99	\$ 15.99	044734512040
MAXIMA SABLE SELECTS				
51205	MAXIMA SABLE RZ SELECTS 500 12PK SHAFTS (NEW)	\$ 199.99	\$ 189.99	044734512057

51206	MAXIMA SABLE RZ SELECTS 400 12PK SHAFTS (NEW)	\$ 199.99	\$ 189.99	044734512064
51207	MAXIMA SABLE RZ SELECTS 350 12PK SHAFTS (NEW)	\$ 199.99	\$ 189.99	044734512071



Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
Wireless Cameras					
LTE Series					
Covert	CC0029	Code Black Select (Universal) (NEW)	\$ 269.99	\$ 249.99	810097820029
WC Series					
Covert	CC2762	WC30-A	\$ 169.99	\$ 149.99	898079002762
Covert	CC8014	WC30-V	\$ 169.99	\$ 149.99	850022648014
Non-Wireless Cameras					
MP Series					
Covert	CC8021	MP32	\$ 129.99	\$ 119.99	850022648021
Binoculars					
Covert	CC0074	Covert Optics 10x42 Binocular	\$ 549.99	\$ 499.99	810097820074
Covert	CC0081	Covert Optics 8x42 Binocular	\$ 549.99	\$ 499.99	810097820081
ThermX					
Covert	CC0098	Covert Optics ThermX HS1	\$ 1,099.99	\$ 999.99	810097820098
Covert	CC0104	Covert Optics ThermX TRF 1600	\$ 2,599.99	\$ 2,499.99	810097820104
Covert		Covert Optics ThermX TS1	\$ 2,599.99	\$ 2,499.99	



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Micro					
IQ	IQ00360	IQ Micro 5-pin, RH - New for 2021	\$ 209.99	\$ 189.99	702649004424
IQ	IQ00361	IQ Micro 5-pin, LH - New for 2021	\$ 209.99	\$ 189.99	702649004431
Pro Hunter					
IQ	IQ00359	IQ Pro Hunter RH - New for 2021	\$ 329.99	\$ 309.99	702649004417



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AXE CROSSBOWS AND ACCESSORIES					
AXE	AX40001	AXE 405 Crossbow with 3 bolts and Optic	\$ 1,699.99	\$ 1,599.99	818322014250
AXE	AX10001	AXE 6-Pack Bolts 17.5"	\$ 109.99	\$ 99.99	818322014496
AXE	AX10002	Bolt Combo pack (3 bolts & 3 lighted nocks) 17.5"	\$ 89.99	\$ 79.99	818322014502
AXE	AX20002	Red Nock	\$ 44.99	\$ 39.99	818322914369
AXE	AX20005	Green Nock	\$ 44.99	\$ 39.99	818322014472
AXE	AX40002	AXE 440 Crossbow with 3 Bolts and Optic	\$ 2,099.99	\$ 1,999.99	818322014601
AXE	AX10003	AXE 6-Pack Bolts 19"	\$ 109.99	\$ 99.99	818322014717
AXE	AX10004	Bolt Combo pack (3 bolts & 3 lighted nocks) 19"	\$ 89.99	\$ 79.99	818322014724



Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
Nockturnal Lighted Nocks					
FIT UNIVERSAL SIZE NOCK SYSTEM					
Nockturnal	NT-300	Nockturnal FIT Universal Size Strobing Red & Green Lighted Nock	\$ 41.99	\$ 34.99	818322011839
Nockturnal	NT-302	Nockturnal FIT Universal Size Red Lighted Nock	\$ 41.99	\$ 34.99	818322011846
Nockturnal	NT-305	Nockturnal FIT Universal Size Green Lighted Nock	\$ 41.99	\$ 34.99	818322011853
Nockturnal	NT-310	Nockturnal FIT Universal Size Strobing Red & BLUE Lighted Nock	\$ 41.99	\$ 34.99	818322012300
Nockturnal	NT-320	Nockturnal FIT Universal Size Strobing Blue & Green Lighted Nock	\$ 41.99	\$ 34.99	818322012317
Nockturnal	NT-315	Nockturnal FIT Universal Size Orange Lighted Nock	\$ 41.99	\$ 34.99	818322012324
Nockturnal	NT-314	Nockturnal FIT Universal Size Blue Lighted Nock	\$ 41.99	\$ 34.99	818322012331
Nockturnal	NT-312	Nockturnal FIT Universal Size Pink Lighted Nock	\$ 41.99	\$ 34.99	818322012539
SHIFT UNIVERSAL SIZE EASY OFF NOCK SYSTEM					
Nockturnal	NT-810	Nockturnal Shift Universal Size - Red Lighted Nock - 2-Pack	\$ 32.99	\$ 27.99	818322013703
Nockturnal	NT-811	Nockturnal Shift Universal Size - Green Lighted Nock - 2-Pack	\$ 32.99	\$ 27.99	818322013819
Nockturnal	NT-812	Nockturnal Shift Universal Size - Strobing Red & Green Lighted Nock 2-Pack	\$ 32.99	\$ 27.99	818322013925
Victory VAP, Easton ACC, or G-UNI arrows					
Nockturnal	NT-602	Nockturnal-G Red 3-pack	\$ 41.99	\$ 34.99	818322010498
Nockturnal	NT-605	Nockturnal-G Green 3-pack	\$ 41.99	\$ 34.99	818322010504
Nockturnal	NT-614	Nockturnal-G Blue 3-pack	\$ 41.99	\$ 34.99	818322010528
Nockturnal	NT-616	Nocturnal-G Pink 3-pack	\$ 41.99	\$ 34.99	818322010603
Nockturnal	NT-615	Nocturnal-G Orange 3-pack	\$ 41.99	\$ 34.99	818322012546



Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
RAGE CROSSBOW BROADHEADS					
Rage	R35400	Trypan Crossbow 150gr - Steel	\$ 59.99	\$ 54.99	818322012485
Rage	R38200	Rage Hypodermic Crossbow NC 100gr 2" Cut	\$ 59.99	\$ 54.99	818322012669
Rage	R38400	Rage NC 125 gr. Crossbow	\$ 59.99	\$ 54.99	818322012959
Rage	R38800	Rage X-Treme NC Crossbow	\$ 44.99	\$ 39.99	818322014243
Rage	R35600	Rage Hypodermic Trypan NC Crossbow 100gr	\$ 44.99	\$ 39.99	818322014304
RAGE EXTREME BROADHEADS					
Rage	R51200	Rage EXTREME 4 Blade 2.3" ** 2-pack**	\$ 44.99	\$ 39.99	818322012225
Rage	R38500	Rage NC X-treme Chisel Tip	\$ 44.99	\$ 39.99	818322014014
Rage	R38600	Rage NC X-treme COC (Cut on Contact)	\$ 44.99	\$ 39.99	818322014120
RAGE HYPODERMIC SERIES					
Rage	R38100	Rage Hypodermic NC 100gr 2" Cut	\$ 59.99	\$ 54.99	818322012515
Rage	R38300	Rage Hypodermic NC +P 100 Gr.	\$ 59.99	\$ 54.99	818322012942
Rage	R38700	Rage NC +P 125 Gr.	\$ 59.99	\$ 54.99	818322014236
Rage	R35500	Rage Hypodermic Trypan NC 100gr	\$ 44.99	\$ 39.99	818322014298

SURE-LOC

Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
CARBONIC SIGHT					
Sureloc	SL50005	Carbonic - Black	\$ 599.99	\$ 549.99	702649500056
Sureloc	SL50002	Carbonic - Orange	\$ 599.99	\$ 549.99	702649500025
Sureloc	SL50001	Carbonic - Red	\$ 599.99	\$ 549.99	702649500018
Sureloc	SL50003	Carbonic - Green	\$ 599.99	\$ 549.99	702649500032
Sureloc	SL50004	Carbonic - Blue	\$ 599.99	\$ 549.99	702649500049
FURY SIGHT					
Sureloc	SL60005	Fury - Black	\$ 499.99	\$ 449.99	702649600053
Sureloc	SL60002	Fury - Orange	\$ 499.99	\$ 449.99	702649600022
Sureloc	SL60001	Fury - Red	\$ 499.99	\$ 449.99	702649600015
Sureloc	SL60003	Fury - Green	\$ 499.99	\$ 449.99	702649600039
Sureloc	SL60004	Fury - Blue	\$ 499.99	\$ 449.99	702649600046
ADRENALINE SIGHT					
Sureloc	SL70005	Adrenaline - Black	\$ 449.99	\$ 399.99	702649700050
Sureloc	SL70002	Adrenaline - Orange	\$ 449.99	\$ 399.99	702649700029
Sureloc	SL70001	Adrenaline - Red	\$ 449.99	\$ 399.99	702649700012
Sureloc	SL70003	Adrenaline - Green	\$ 449.99	\$ 399.99	702649700036
Sureloc	SL70004	Adrenaline -Blue	\$ 449.99	\$ 399.99	702649700043
Sureloc	SL70006	SureLoc Recurve Aperature Holder	\$ 109.99	\$ 99.99	702639700060
RHYTHM REST					
Sureloc	SL20006	Rhythm Rest - Black	\$ 99.99	\$ 89.99	702649200062
Sureloc	SL20002	Rhythm Rest - Orange	\$ 99.99	\$ 89.99	702649200024
Sureloc	SL20001	Rhythm Rest - Red	\$ 99.99	\$ 89.99	702649200017
Sureloc	SL20003	Rhythm Rest - Green	\$ 99.99	\$ 89.99	702649200031
Sureloc	SL20004	Rhythm Rest - Blue	\$ 99.99	\$ 89.99	702649200048
Sureloc	SL20005	Rhythm Rest - Micro Adjust	\$ 119.99	\$ 109.99	702649200055
Sureloc	SL20010	Additional Blades	\$ 15.99	\$ 15.99	702649200109
SCOPES					
Sureloc	SL51296	29 MM - Black	\$ 166.99	\$ 155.99	702649512967
Sureloc	SL51292	29 MM - Orange	\$ 166.99	\$ 155.99	702649512929
Sureloc	SL51291	29 MM - Red	\$ 166.99	\$ 155.99	702649512912
Sureloc	SL51293	29 MM - Green	\$ 166.99	\$ 155.99	702649512936
Sureloc	SL51294	29 MM - Blue	\$ 166.99	\$ 155.99	702649512943
Sureloc	SL51356	35 MM - Black	\$ 166.99	\$ 155.99	702649513568
Sureloc	SL51352	35MM - Orange	\$ 166.99	\$ 155.99	702649513520
Sureloc	SL51351	35MM - Red	\$ 166.99	\$ 155.99	702649512516
Sureloc	SL51353	35MM - Green	\$ 166.99	\$ 155.99	702649513537
Sureloc	SL51354	35MM - Blue	\$ 166.99	\$ 155.99	702649513544
ACCESSORIES					
Sureloc	SL90001	Mounting block assembly	\$ 31.99	\$ 27.49	702649900016
Sureloc	SL90004	Carbonic Aluminum Tape Kit	\$ 31.99	\$ 27.49	702649900047
Sureloc	SL90005	Sight Tape Cover	\$ 31.99	\$ 27.49	702649900054
Sureloc	SL90006	Sight Light	\$ 51.99	\$ 47.99	702649900061

Sureloc	SL53296	29mm Sunshade	\$ 31.99	\$ 27.49	702649532965
Sureloc	SL53356	35mm Sunshade	\$ 31.99	\$ 27.49	702649533566
Sureloc	SL90007	Carbonic/Challenger Quick Detach Assembly	\$ 51.99	\$ 47.99	702649900078
Sureloc	SL90008	Legacy Sight to scope adapter	\$ 20.99	\$ 16.99	702649900085
Sureloc	SL80006	Hunting Attachment - Black	\$ 155.99	\$ 145.99	702649800064
Sureloc	SL52294	4X 29 MM Lens - Center Drilled for .19" Fiber	\$ 155.99	\$ 145.99	702649522942
Sureloc	SL52296	6X 29 MM Lens - Center Drilled for .19" Fiber	\$ 155.99	\$ 145.99	702649522966
Sureloc	SL52354	4X 35 MM Lens - Center Drilled for .19" Fiber	\$ 155.99	\$ 145.99	702649523543
Sureloc	SL52356	6X 35 MM Lens - Center Drilled for .19" Fiber	\$ 155.99	\$ 145.99	702649523567
Sureloc	SL52194	4X 29 MM Lens - NON Drilled for .19" Fiber	\$ 114.99	\$ 103.99	702649521945
Sureloc	SL52196	6X 29 MM Lens - NON Drilled for .19" Fiber	\$ 114.99	\$ 103.99	702649524946
Sureloc	SL52494	4X 35 MM Lens - NON Drilled for .19" Fiber	\$ 114.99	\$ 103.99	702649524946
Sureloc	SL52496	6X 35 MM Lens - NON Drilled for .19" Fiber	\$ 114.99	\$ 103.99	702649524960



Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
Block Classic Targets					
Block	B51000	GenZ 16"x8"x18"	\$ 49.99	\$ 44.99	702649510000
Block	B51100	Classic 18 18"x13.5"x18"	\$ 89.99	\$ 79.99	702649511007
Block	B51300	Classic 22 22"x13.5"x22"	\$ 119.99	\$ 109.99	702649513001
Block	B50901	Range 48 48"x18"x48"	\$ 1,099.99	\$ 1,049.99	702649509011
Block	B50801	Bullseye 34"x14"x34"	\$ 259.99	\$ 249.99	702649508014
Block Infinity Series					
Block	B56405	Block Infinity 20"	\$ 199.99	\$ 189.99	702649902614
Block	B56505	Block Infinity 22"	\$ 229.99	\$ 209.99	702649902621
Block	B56800	Block Infinity Crossbow 16"	\$ 159.99	\$ 149.99	702649902638
Block	B56900	Block Infinity Crossbow 20"	\$ 209.99	\$ 199.99	702649902645
GlenDel					
GlenDel	G71000	GlenDel Buck w/4-sided insert	\$ 209.99	\$ 199.99	702649710004
GlenDel	G71010	GlenDel Crossbow Buck	\$ 259.99	\$ 249.99	702649710103
GlenDel Pre-Rut					
GlenDel	G73000	GlenDel Pre-Rut Buck w/ 4-sided insert	\$ 259.99	\$ 249.99	702649730002
GlenDel Full Rut					
GlenDel	G75000	GlenDel Full-Rut Buck w/4-sided insert	\$ 309.99	\$ 299.99	702649750000
GlenDel	G75100	GlenDel Full-Rut Buck insert core	\$ 109.99	\$ 99.99	702649751007



TRUFIRE



Brand	Item	Product Description	2022 MSRP	2022 MAP Retail	UPC
EDGE models					
TruFire	EGEXBF	Edge Extreme Buckle Foldback (DEALER ONLY) - camo	\$ 79.99	\$ 74.99	045437033115
TruFire	EGBBLK	Edge Buckle Black Foldback	\$ 84.99	\$ 79.99	045437033566
TruFire	EGBF	Edge Buckle Foldback - camo	\$ 94.99	\$ 89.99	045437033139
TruFire	KEGBBL	Max Edge Buckle Black Foldback (DEALER ONLY)	\$ 94.99	\$ 89.99	045437034068
Exert Models					
TruFire	T21300	Exert Release (NEW)	\$ 199.99	\$ 179.99	045437043923
ThruFire models					
TruFire	T20113	ThruFire Release	\$ 159.99	\$ 149.99	045437034808
HARDCORE models					
TruFire	HDBBLK	Hardcore Buckle Black Foldback (DEALER ONLY)	\$ 104.99	\$ 99.99	045437033788
TruFire	HDBF	Hardcore Buckle Foldback - camo	\$ 109.99	\$ 104.99	045437033726
TruFire	KHDBBL	Max Hardcore Buckle Black Foldback	\$ 129.99	\$ 124.99	045437033825
HAND-HELD HUNTING / 3D CROSSOVER					
TruFire	EG4C	Edge 4-Finger - camo	\$ 109.99	\$ 99.99	045437033696
TruFire	BTR	SEAR Back Tension Red	\$ 179.99	\$ 169.99	045437034334
TruFire	BTG	SEAR Back Tension Green	\$ 179.99	\$ 169.99	045437034341
TruFire	BTS	SEAR Back Tension Silver	\$ 179.99	\$ 169.99	045437034648
TruFire	BTS-S	SEAR Back Tension Silver - Small	\$ 179.99	\$ 169.99	045437034662
TruFire	T20110	SEAR-X Back Tension	\$ 209.99	\$ 199.99	045437034747
TruFire	SYN-R	Synapes Hammer Throw - red	\$ 229.99	\$ 219.99	045437034525
TruFire	SYN-G	Synapse Hammer Throw - green	\$ 229.99	\$ 219.99	045437034532
TruFire	SYN-S	Synapse Hammer Throw - silver	\$ 229.99	\$ 219.99	045437034549