

Take Clarity to the Next Level



Designed to perform when you need them most, KOWA Optics Genesis-44 Binoculars (\$1350 & \$1500) are what you grab when you demand high performance. A favorite of astronomy buffs, they are also at the lower end of the price spectrum, and for the quality, are unbeatable. In two models (8.5x44 and 10.5x44), the Genesis 44's new objective lenses are nearly 10% brighter than a 42mm lens, and feature two KOWA Prominar XD lens elements per barrel (most other comparative brands have only one). Designed for performance as well as aesthetics (these are the most beautiful binoculars we've seen), KOWA's proprietary C3 coating technology combines with the lens elements to give you a bright, sharp image with brilliant detail and accurate color. We also appreciated the ergonomically positioned thumb recesses and the easy handling and quick focus, and like all KOWA binoculars, the Genesis-44s are waterproof, dustproof and dry nitrogen gas filled.

Bright Shiny Objects for Men

It hasn't been that long since you cleaned the mud off your deer hunting gear, but it's never too soon to start planning for next year, and fishing is a year-around sport. Here are some of our favorite new products, just in case you needed an excuse to hit a Bass Pro Shop or Cabelas any time soon. Didn't think so.

You Only Have One Good Shot

Brunton has always been the brand synonymous with rangefinders, and the Echo Rangefinder (\$180) brings all that history together with today's technology. Take the game you want with one yard accuracy from 15 to 440 yards. Rain mode and Class 1 laser type give you safety and ease of use.

www.brunton.com



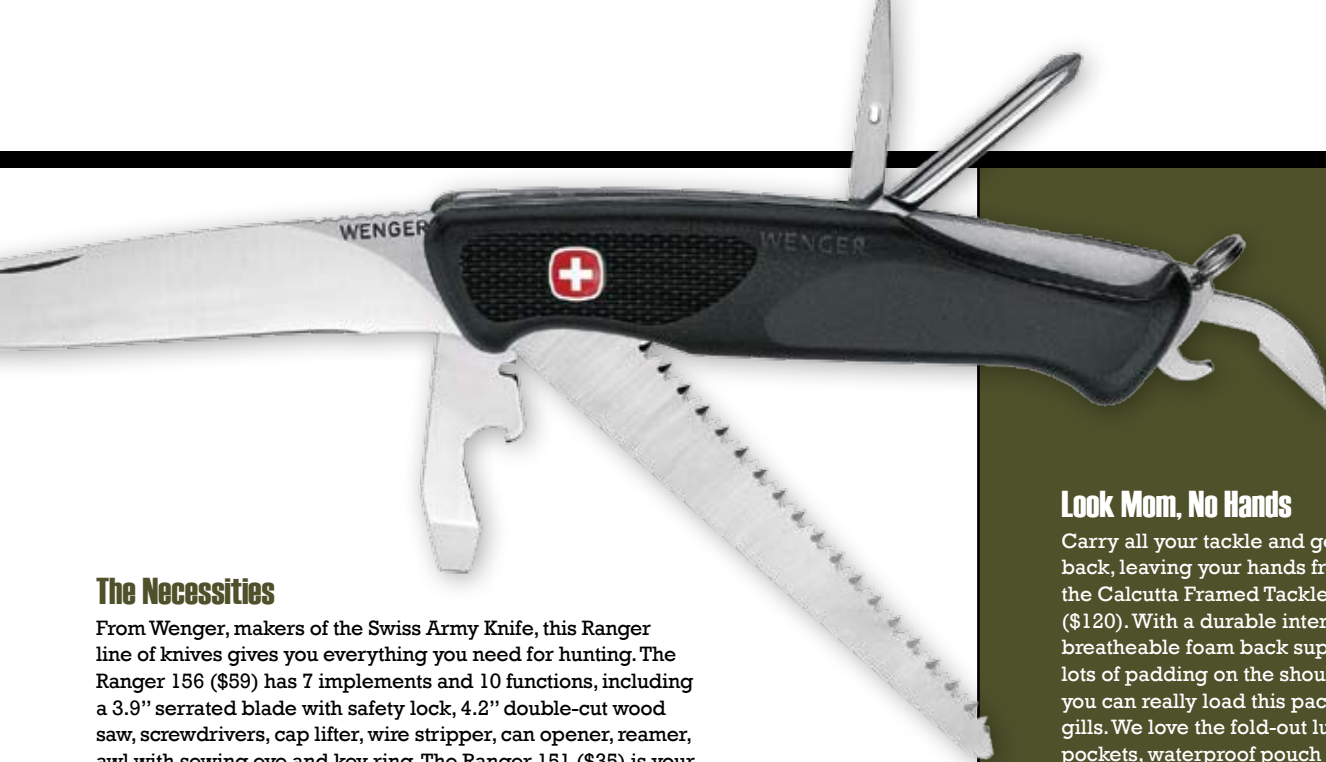
The One That Didn't Get Away

We've all been that guy with the story about the one that got away. But the new line of VMC Sure Set Hooks from Rapala is designed to make sure that guy isn't you. The Sure Set is an inline hook that is perfectly balanced on the lure. Unlike treble hooks, the Sure Set will follow the action of the lure at any speed and in any fishing condition. Wear and tear on the Sure Set hook will not ruin the action of the lure – the lure will always stay balanced.

Depending on where the Sure Set is positioned, it affects the hooking rate differently. When placed on the front of the lure, you have to put the wide gap of the hook face down keeping that specific point far from the lure body. Before the fish bite the lure, they are already touching the ultra sharp point, securing the bite. When positioned on the back of the lure, the wide gap of the hook will face up, keeping that specific point further back on the lure. It's like having a built in trailer hook on your lure without affecting the swimming action of the lure. This is the solution to any short bite – when the fish are slow, it can make the difference between missing the soft bite and securing the soft bite.

Now that you're using top-of-the-line hook technology you'll have to think a little harder when you tell your buddies about the "big one" that got away.

www.rapala.com



The Necessities

From Wenger, makers of the Swiss Army Knife, this Ranger line of knives gives you everything you need for hunting. The Ranger 156 (\$59) has 7 implements and 10 functions, including a 3.9" serrated blade with safety lock, 4.2" double-cut wood saw, screwdrivers, cap lifter, wire stripper, can opener, reamer, awl with sewing eye and key ring. The Ranger 151 (\$35) is your basic knife, with 3.9" 50% serrated blade. Both are the quality you expect from Wenger without being bulky or heavy.

www.wengerna.com

Look Mom, No Hands

Carry all your tackle and gear on your back, leaving your hands free with the Calcutta Framed Tackle Backpack (\$120). With a durable internal frame, breathable foam back support and lots of padding on the shoulder straps, you can really load this pack to the gills. We love the fold-out lure storage pockets, waterproof pouch system, security pocked and even laptop storage for those working vacations.

www.westmarine.com



Water Safety

You can live a long time on the calories you stored while watching March Madness, but without good drinking water your outdoors activities get pretty limited. The Aquamira Water Bottle (\$27), Water Purifier Tablets (\$8 for 12) and Frontier Pro filter system (\$8) give you an option for any of your sporting needs. Easy, portable, cost effective, and most of all – good tasting water.

www.aquamira.com

