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**FOR IMMEDIATE RELEASE**

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**KOWA ANNOUNCES NEW REPRESENTATIVE AGENCY  
IN WESTERN REGION**

Kowa, one of the world's leaders in high performance sporting optics, has just taken a major step to expand its dealer channel.

Los Angeles, CA—Kowa is pleased to announce that as of February 1<sup>st</sup>, 2006 Outwest Marketing, Anaheim, California will be representing Kowa's Sporting Optics product line in the Thirteen Western states: California, Oregon, Washington, Alaska, Hawaii, Nevada, Arizona, Montano, Wyoming, New Mexico, Idaho, Utah and Colorado. Outwest Marketing has become known as a premier agency representing enthusiast brands.

"We are very excited to be given the opportunity to represent Kowa's new high performance binoculars and spotting scopes to the leading sporting goods chains and specialty retailers" said Bob Kotula, President of Outwest Marketing.

Kowa's compact sporting optics has long been the choice for sportsmen who seek a bright and wide visual range with a durable casing and a smaller profile. All the lenses and prisms of Kowa's BD binocular series, new TD-1 Digital Telephoto scope and TSN scopes are fully multi-coated, ensuring a clear visual range and high image resolution. The lightweight yet rugged housing of each instrument is designed to minimize bulk and still mold comfortably into the hand.



**About Kowa Optimed, Inc:** Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit [www.kowa-usa.com](http://www.kowa-usa.com)

Editor's note: For hi-res digital images, please contact [dan\\_meyers@sbcglobal.net](mailto:dan_meyers@sbcglobal.net)

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