

# NEWS OF OUR CLIENTS



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## **RINEHART'S NEW RHINOBLOCK TARGET™ TAKES HOME PRESTIGIOUS *FIELD & STREAM* “BEST OF THE BEST” AWARD**

Janesville, WI -- Rinehart Targets® is proud to announce that after rigorous testing and evaluation by *Field & Stream's* expert editors, the new Rinehart RhinoBlock™ Target has been awarded the “Best of the Best” title by *Field & Stream Magazine*. The award is given annually to only the best and brightest new hunting products that are deemed critical to a hunter's success in the field, and are then featured in the September issue of the magazine, which is on stands now.

Forty-seven *Field & Stream* testers in 11 states and providences evaluated more than 250 pieces of sporting gear in order to award the best hunting products introduced in 2010 with the “Best of the Best” distinction. Sharing the winners circle with Rinehart were top hunting manufacturers such as Ford, Yamaha and Brunton — while the Rinehart RhinoBlock was one of *only four* winners in the archery category, and the one and only archery target to take home the title in at least the last five years.

“We're honored to receive recognition from such an esteemed publication as *Field & Stream*,” says Rinehart Vice President James McGovern. “The new Rinehart RhinoBlock is unlike any target on the market, and we're extremely thrilled it has proven itself to be the ultimate choice for bowhunters.”

The new Rinehart RhinoBlock Target is the industry's first and only cube-shaped target to feature Rinehart's patented locking insert — allowing shooters to simply replace just its core instead of purchasing an entirely new target. And, thanks to its incredible versatility, the RhinoBlock is virtually three targets in one — eliminating the need for hunters to purchase multiple practice targets. Two sides of the cube display a textured, life-like 3-D deer target zone, one displaying outlined vital areas of a deer, and the other detailing an anatomically correct display of a deer's organs. The other four faces of the target are comprised of Rinehart's signature, highly visible target zones — allowing shooters to continue target practice even in low light conditions. Two of these sides consist of twelve smaller zones for consistent arrow shooting and placement, while the final two sides feature one large target zone for honing, surrounded by four smaller zones.

Like all incredibly durable Rinehart Targets, the Rinehart RhinoBlock is constructed from the company's signature solid, ‘self-healing’ foam, which allows it to take repeated shots from field points, broadheads or even expandables without losing its shape or integrity. Plus, thanks to this innovative foam, arrows can be removed with such ease; even a child can pull every arrow out without so much as breaking a sweat.

The Rinehart RhinoBlock measures in at 16x16x13, and has a suggested retail price of \$149.99.

For more information about the new Rinehart RhinoBlock Target — or Rinehart's extensive line of

— Continued on Reverse —

premium quality targets for bowhunters and competitive archers — contact Rinehart at 1809 Beloit Avenue, Janesville, WI 53546 • Telephone: (608) 757-8153 • Or visit [www.rinehart3d.com](http://www.rinehart3d.com).

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