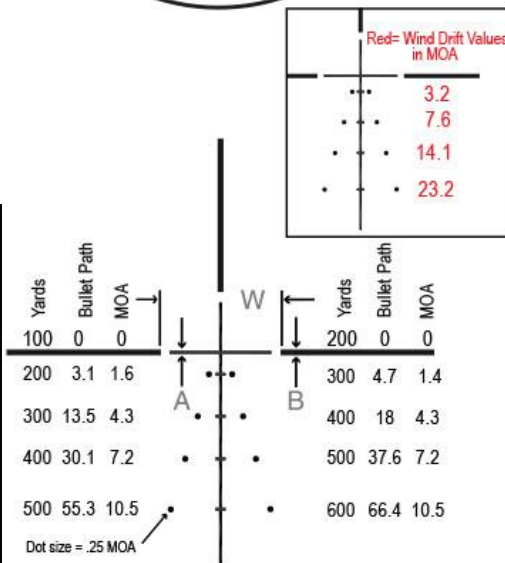
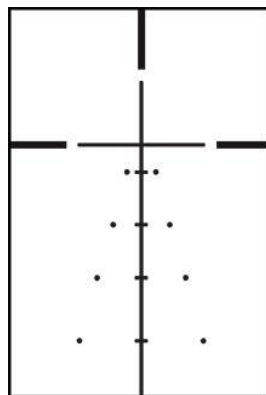
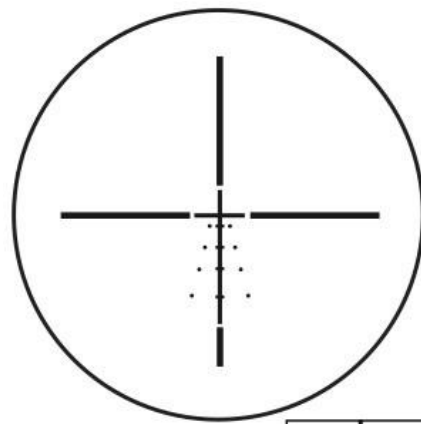


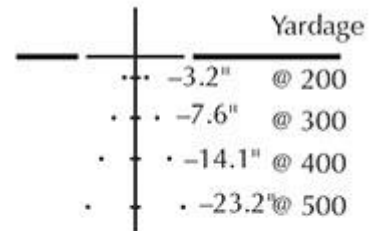
Ballistic Plex E1™ Reticle

The Ballistic Plex E1™ reticle helps you overcome two of the biggest challenges when shooting long-distance: determining holdover at distance and hold-off for wind drift. The hash marks on the lower vertical crosshair are calibrated to provide dead-on aiming from 100 to 500 yards for many of the most common hunting cartridges. Once you have determined your distance, use the corresponding cascading dots to quickly and easily compensate for wind. Illuminated models assist in acquiring targets in low light situations.

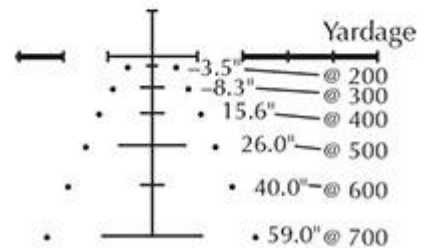
A series of cascading dots to the left and right of the reticle help compensate for crosswinds. The dots represent a 10 MPH crosswind (+/- 1.5" at 400 yards) for most hunting cartridges. For a 5 MPH wind, halve the distance between the dot and vertical crosshair. For a 20 MPH wind, simply double the distance.



E¹ Wind Drift Values



E¹ MV Wind Drift Values



Reticle Subtensions (in MOA)

Model	Low Mag			High Mag		
	A	B	W	A	B	W
2x-7x-35	1.1	3.0	9	.39	1.06	9.1
3x-9x-40	.86	2.3	20	.31	.83	7.1
3x-9x-50	.82	2.2	19	.29	.79	6.8
4.5x-15x-42	.58	1.6	19	.19	.52	6.2