New BOG® Deadshot® Series Brings Innovation & Accuracy to All Hunters

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From the Creators of DeathGrip®
BOG® Leverages Premium Features in Competitively Priced DeadShot® Shooting Pods

(Columbia, MO) January 22, 2025 – BOG®, a hunting accessory brand that provides in-the-field solutions Engineered for the Unknown®, and creator of DeathGrip®, today announced that it has made premium, feature-rich hunting gear more accessible with the launch of its new DeadShot® family of five new shooting sticks. With the new DeadShot Series, BOG is providing hunters with highly dependable and adaptable shooting platforms that help them achieve better results without breaking the bank.

BOG has long known that hunters are a passionate breed, and that premium gear is a necessity – but, premium gear usually comes at a high cost, forcing many hunters to settle for unsteady or unstable shooting sticks that cause them to risk missing a shot, or even worse, wounding an animal. The BOG DeadShot family solves that problem by delivering a wide range of durable, comfortable and light shooting sticks that incorporate a number of features from BOG's legendary DeathGrip series.

DeadShot's aluminum-constructed tripod, bipods, and monopod all come in at a best-in-class weight, meaning DeadShot sticks are just as at home in the backcountry as in a ground blind or on a field edge. They feature foam grips for warm, comfortable holds, external twist locks for quick, quiet, and easy height adjustment, and BOG's famous rubberized shooting yoke system for enhanced stability and protection, ensuring steady aim and safeguarding of equipment. Enveloping legs create the perfect amount of tolerance and provide a quick, smooth, and efficient setup. Those legs can also be adjusted to a wide range of heights, eliminating the need to buy multiple sticks to cover sitting or standing positions. The entire DeadShot family is built for stability and crafted for durability, and with retail pricing ranging from $19.99 to $59.99, a BOG DeadShot costs less than most boxes of ammo, and far less than missing a trophy.



"BOG has really elevated the shooting stick product category over the past several years and now they've included many of those innovations into their new DeadShot family. For hunters desiring stability, BOG DeadShot sticks provide an affordable solution that ensures steadiness, resulting in ethical shot placement and allowing you to make the most of every hunting opportunity."

- Melissa Bachman, Host, *Winchester Deadly Passion*

DeadShot® Bipod	DeadShot® Monopod	DeadShot® Tripod
Weight: 1.7 lb.	**Weight: 1.0 lb.**	**Weight: 2.4 lb.**
MSRP $44.99	**MSRP $29.99**	**MSRP $59.99**



DeadShot® Tripod, Bipod, Monopod Features:
• 25” to 64” Height Range for Sitting or Short Standing Positions
• Durable Aluminum Legs for Rugged Stability
• External Twist-Style Locks for Quick and Easy Height Adjustment
• BOG® USR Shooting Yoke for Steady Aim while Safeguarding

DeadShot Compact Sitting and Standing Bipods are designed for hunters on the go, where conditions demand a minimalistic profile, but BOG’s world-renowned stability is still required. DeadShot’s low-profile shooting sticks feature a simplistic fold-up aluminum leg design, a rubberized shooting yoke, fixed rubber feet for traction in any terrain, and an overall weight that will require you to double-check just to make sure you brought it with you! The DeadShot Compact Sitting Bipod adjusts from 25” to 39” for sitting to kneeling positions, while the Compact Standing Bipod extends from 40” to 72” for kneeling to standing positions, covering most shooting scenarios.

DeadShot® Compact Sitting Bipod	DeadShot® Compact Standing Bipod
Weight: 1.0 lb.	**Weight: 1.4 lb.**
MSRP $19.99	**MSRP $29.99**



DeadShot® Compact Sitting, Standing Bipod Features:
• Durable Aluminum Legs for Rugged Stability
• Rubberized Shooting Yoke for Secure Shooting Holds
• Cable-Style Legs for Easy and Quick Deployment
• Lanyard Included for Easy Handling

The new BOG® DeadShot® family is available in Spring 2025, wherever hunting and shooting products are sold.

About BOG®

Headquartered in Columbia, MO, BOG is the industry leader in innovative and problem-solving hunting gear. BOG gives the obsessed hunter the tools needed for a lifetime of successful hunts. From the popular DeathGrip® series to our premium lineup of lightweight bags and packs, BOG is always designed from the ground up and Engineered for the Unknown®. For more information, visit www.boghunt.com