

ACCURACY DEFINED THROUGH DESIGN

2012



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# Carter Enterprises



For over 22 years Carter Enterprises has built a name for itself by making the Worlds most accurate release aids.

We have always had a product that sells from simply picking it up and holding it in your hand. This is because founder Jerry Carter engineers each new model with a different shooter in mind. Jerry has always believed that the most important connection between an archer and their bow is the release. He builds models to suit anyone's hand and anyone's shooting style. We guarantee that there is a Carter release that is tailored just for you. We want you to be able to say, "This release must have been made just for me." Many believe that accuracy is closely related to comfort. We believe that comfort is directly related to design. That is why Carter is *"Accuracy Defined Through Design"*.

*April & Jerry Carter*



Michael Bealen

"My Carter is the *Like Mike*. It has everything I need to trust my shooting style with an adjustable trigger, open gate and no over travel."

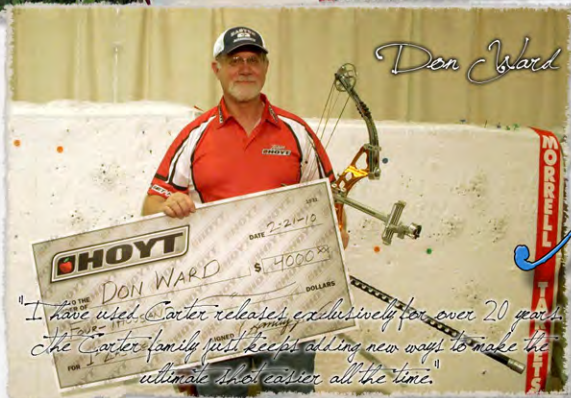


Dasha Andriyko

"My release is one of the most important pieces of equipment that I use. My Only is perfect because of the adjustability, comfort, and peace of mind that it offers. Through any and all weather conditions, I would only trust my Carter to perform the critical job at hand."



"For nearly 30 years I have relied on Carter for competition and hunting. They have never let me down."



Don Ward

"I have used Carter releases exclusively for over 20 years. The Carter family just keeps adding new ways to make the ultimate shot easier all the time."

# My Carter is...



Christie Colin

"My recipe for success must include consistency, comfort, reliability and fit and that is why I always include a Carter."



Dejan Sitar

"I have been shooting professional for 10 years now and if it weren't for my Carter wrist strap I would not have become a World Champion. Thank you Carter!"



Janice Van Natta

"When I'm traveling all over the world for tournaments, there's only one piece of equipment to keep on me at all times: my Carter release. There is no other item that is so critical to my performance."



Jack Wallace II

"I've won national and world 3D archery titles with hand held back tension releases and wrist straps...and they were all Carter!"

# WHATEVER YOUR STYLE,

*Whatever*

Once again Carter Enterprises gives you “whatever” you ask for. New for 2012, Carter introduces the Whatever index finger release aid. The new Whatever is the most versatile, yet simplistic index finger release ever created. The Whatever features a “one push” closed jaw system for the confidence of a completely enclosed loop. This jaw also has an innovated angled loop channel that self aligns the D-loop to the exact same position every time which guarantees accuracy. In addition this release offers you an extremely versatile tension changing system as well as our famous trigger travel adjustment system. The new Dowel Interchangeable Tension System (DITS) allows you to customize your trigger tension from approximately a one pound trigger all the way up to an amazing 10 pounds of trigger tension with the enclosed spring kit. You literally can have “whatever” trigger tension you desire without having unwanted trigger travel. Never before has there been a release that gives you “whatever” tension you need with such ease. This release comes standard with the top selling leather buckle strap with easy slide length adjustment.

*I am honored to be a part of Carter Enterprises and help to bring you the best release aids on the planet. My Carter helped me to bring home this Idaho public land bull on my birthday!*

**NEW FOR  
2012**



# WE MAKE IT EASY.

DEAD  
JAW

Easy 1



Carter Enterprises introduces a “sure to dominate” model for 2012, the Easy 1. The Easy 1 has combined the top features of two of their best selling releases in to one model. The Easy 1 is based on the hugely popular Simple 1 and the longtime favorite, the Target 4. By combining the one push self-closing Dead Jaw of the Easy 1 with the finger position and ergo fit of the Target 4 we have engineered our easiest and most comfortable model yet. Key features of the Easy 1 are the I.T.S. trigger tension adjustment system

allowing you to fully customize your trigger poundage, as well as, the four-finger handle configuration that is more universal for most size hands. In addition, the

Dead Jaw cocks and closes in one smooth quiet motion allowing a very fast and easy loading on a D-loop. The Slotted Dead Jaw channels the D-Loop into the exact same spot every time making it have pinpoint accuracy. Shoot the Easy 1 today and see how “easy” making the perfect shot can be.

2 Moons

The Carter 2 Moons is a back tension release incorporating a revolutionary clicker system that has adjustment unlike anything on the market. The new one of a kind split moon allows you to micro adjust the length of your clicker in .005 increments ranging from .0 to .030. This is the first rotation style back tension release to offer such precise and custom micro adjustability. In addition to the new incremental adjustment system the 2 Moons features a new clamp system that allows for multiple adjustments without forming a memory spot upon re-tightening after adjustment. The 2 Moons is sure to please by combining these features along with the sleekest and most relaxed fitting handle shape Carter Enterprises has ever made. The 2 Moons release is available in a large 2, 3 and 4 finger model and a small 2, 3 and 4 finger model.



# HAND HELD THUMB



*Simple 1*



The Plain1 and Simple1 are both engineered to be self loading and self closing with one simple push of a button. There is no more flip, cock and close. One push and you are ready to go, plain and simple. Externally, both the Plain 1 and the Simple 1 feature a shorter head design to give you added draw length to boost precious speed and also increase accuracy by bringing the loop closer to the fingers. The new head also has a fitted loop slot that consistently positions the loop in a repeatable position every shot, making it dead accurate. The Simple 1 comes in an open 3 finger contouring handle while the Plain 1 is a swept back four finger handle with an index hole. Both handle designs are based off Carter's most demanded and accurate handle shapes of all time. Internally, the Plain 1 and Simple 1 are the most fool proof and reliable designs to date both utilizing a simplified proven sear design that gives you a travel free crisp trigger every shot. Both releases are fully adjustable in trigger travel and stiffness by utilizing Carter's proven Interchangeable Tension Adjustment System (I.T.S.) for easy trigger tension changes. The Plain 1 and Simple 1 are also equipped with a new Dead Jaw trigger silencer to eliminate the snap upon firing which is perfect to suit any repetitive target archer or stealthy hunter. Sometimes the best things in life are the ones that are the least complicated.



*Plain 1*



(M.A.T.S.)  
magnetic adjustment  
tension system

*Whisper*

*with removable  
pinky extension*

**"They won't even hear you coming..."**

Just as the name implies, the Whisper is the quietest hand held release Carter Enterprises has ever made. Four strategically placed O-rings silence the sear mechanisms for a Whisper quiet shot without sacrificing the precision and accuracy Carter is known for. The Whisper features a newly positioned open jaw that loads quickly and silently on a D-loop. In addition to the open hook the Whisper also has a very short distance between the string loop and the release hand allowing the archer to shoot a 1/2" longer draw while still maintaining their normal anchor point. Finally the Whisper also features the new Magnetic Adjustment Tension System (M.A.T.S.). This innovative feature makes changing your trigger tension faster or simpler than ever. Simply remove or add the trigger magnets quickly and easily by sliding them in or out for instant trigger tension customization. Changing your trigger tension has never being quieter or easier, EVER.

# TRIGGER RELEASES



*Just B-Cuz* INTERCHANGEABLE  
ITS  
TENSION SYSTEM

We may not need a reason, but couldn't resist the temptation to keep making something great even better. The slight curvature to this three-finger hole provides for amazing comfort and high accuracy with every shot. Great for any size hands.



*Just Cuz +* INTERCHANGEABLE  
ITS  
TENSION SYSTEM

Designed by Jerry Carter and World Champion Dave Cousins, the Just Cuz is one of the most accurate releases in the world. It has been modified to be shot with an attached rope or off a D-loop.



*Target 3 +* INTERCHANGEABLE  
ITS  
TENSION SYSTEM

The three-finger design of the Target 3 allows you to drop your little finger off the release while still giving you all of the preferred features of the Target 4. We are sure it will be one of your favorites. It's one of our's.



*Target 4 +* INTERCHANGEABLE  
ITS  
TENSION SYSTEM

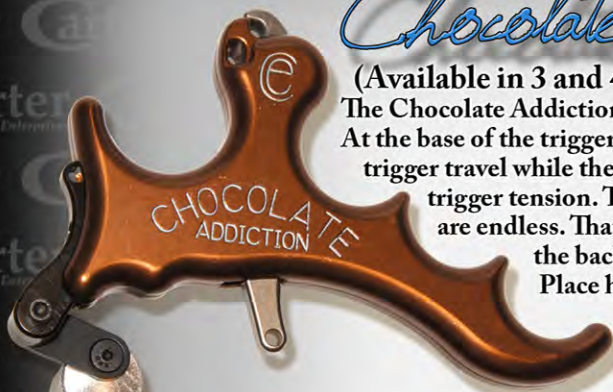
The Target 4 is one of our most popular releases. It is a closed reversed jaw, four-finger, thumb-trigger release. The four finger design is very comfortable for medium hands and the rounded corners give you the feeling it is custom made for your grip.

# HAND HELD THUMB

## Chocolate Addiction

(Available in 3 and 4 finger models)

The Chocolate Addiction is one of our most adjustable releases. At the base of the trigger lever are three holes. The first one adjusts trigger travel while the other two are spring-loaded to affect trigger tension. The tension and travel setting options are endless. That's not all folks. The cocking lever on the back closes the hook with one motion. Place hook on release rope or D-loop, and push cocking lever, simple as that.



## Chocolate Lite

INTERCHANGEABLE  
**ITS**  
TENSION SYSTEM

The Chocolate Lite is a revolutionary release that takes the best of the Carter releases and molds them into one masterful package. Like the Chocolate Addiction, it offers an **AUTO-CLOSING JAW** perfect for hunters, and is designed for medium to large hands.

Discover how sweet your shooting can be with the Chocolate Lite.  
(Available in 3, and 4 finger models)



## Hammer

INTERCHANGEABLE  
**ITS**  
TENSION SYSTEM

The Hammer was designed and named after Tim Gillingham (The Hammer) winner of eight major pro tournaments in 2006 including the Big Sky Open in Mesquite which he won shooting the Hammer.

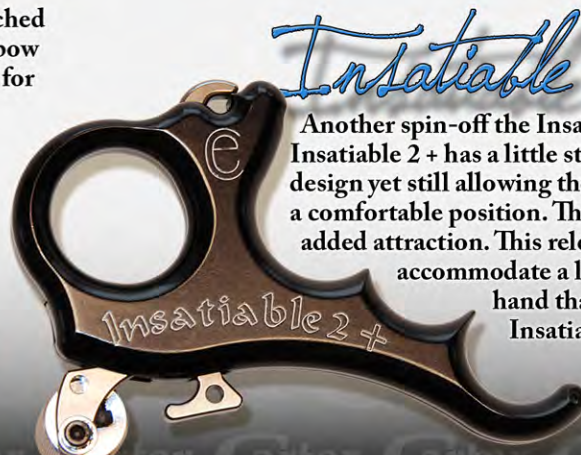
The Hammer has a new shaped casing that is more form-fitting to the hand.



## Insatiable +

INTERCHANGEABLE  
**ITS**  
TENSION SYSTEM

The Insatiable is a simple, no-nonsense release that many pros rely on when the shots count. The Insatiable offers the latest design in comfort and control. Smooth, round edges disperse pressure evenly across the fingers. The arched handle helps place the elbow at a more natural position for better control.



## Insatiable 2 +

INTERCHANGEABLE  
**ITS**  
TENSION SYSTEM

Another spin-off the Insatiable, the Insatiable 2 + has a little straighter handle design yet still allowing the hand to arch in a comfortable position. The finger hole is an added attraction. This release can accommodate a little larger hand than the Insatiable.

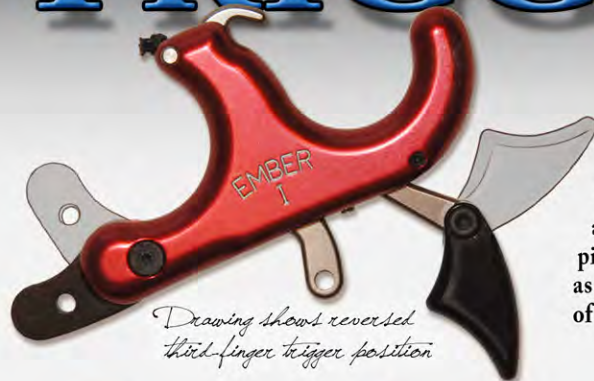


## Insatiable 3

INTERCHANGEABLE  
**ITS**  
TENSION SYSTEM

Long anticipated by Insatiable fans, at last there's a three-finger version of this perennial favorite. Try it once, and you'll find this accommodating design irresistible.

# TRIGGER RELEASES



## Ember 1 & Ember 2

INTERCHANGEABLE  
**I.T.S.**  
TENSION SYSTEM

Designed for the target shooter or hunter. The modular designed handle allows it to be shot as a two-finger thumb trigger, as a three-finger thumb trigger, as a four-finger thumb trigger and as a reversible RING-finger TRIGGER release. The Ember 1 features a reverse pivoting hook when being shot as a ring-finger trigger. The thumb trigger shoe doubles as the ring-finger trigger when in the reversed position. The Ember 2 has all features of the Ember 1, however, it has a reverse pivoting hook when shot as a thumb trigger.



## Sensation

INTERCHANGEABLE  
**I.T.S.**  
TENSION SYSTEM



Experience sensational shots with the Sensation trigger release from Carter Enterprises. This sleek release offers an ergonomically shaped handle that is based off the #1 selling series of Evolution releases. The open hook design is perfect for fast and quiet cocking and loading to string. The Sensation is engineered to be a thumb trigger release and will assure the same impact point as any model of Evolution. The Sensation also incorporates the revolutionary Interchangeable Tension System (I.T.S) for micro adjustment of trigger pressure to suit your preference. Practice with the Evolution and shoot tournaments with the Sensation for your shooting sensation of a lifetime.



## Fits Me Too

INTERCHANGEABLE  
**I.T.S.**  
TENSION SYSTEM



Wishing for the perfect fit? The Fits Me Too just became more versatile in this innovative design offering the same index finger hole as the Fits Me but with a straighter handle. Still great for small hands, but also accommodating to medium-sized hands, this release is determined to fit you too!  
(Available in 3, and 4 finger models)



## Fits Me +

INTERCHANGEABLE  
**I.T.S.**  
TENSION SYSTEM

The name says it all! Designed to fit smaller hands, the Fits Me + takes its styling cues from the ever-so-popular Insatiable. With its smooth rounded casings, it is one of the most comfortable releases we offer. The Fits Me + is one of our most popular releases for ladies. So, if you have smaller hands and can't find the perfect release, pick up this one and you'll shout, "It Fits Me!"

# RESISTANCE ACTIVATED

## Evolution & Mini Evolution



INTERCHANGEABLE  
**ILS**  
TENSION SYSTEM



The Evolution is a resistance activated release and is the perfect release for teaching proper shot execution. The release will fire when you increase the resistance. To fire the release hold the safety down as you pull back. Then once you get into your valley and anchor in, let your thumb off the safety and begin pulling and building pressure on the back wall of the cam until the release fires. This is a perfect concept for struggling archers; learning to do nothing but push and pull until the shot fires. Evolve into the best shooter you can be with the new Evolution. The Mini Evolution is designed for smaller hands and has all the same features as the Evolution. (Both are available in 3 and 4 finger models)

## Visor & Caps

You will be styling' in these Carter caps and visors. Visit our web site at [www.carterenterprises.com](http://www.carterenterprises.com) for additional styles and colors. They may not make you shoot better but you will at least look good doing so.



"My friends asked me what I was thinking when the gator was coming at me only 10 yards away. I told them only what my Carter evolution has taught me to think, Pull!"



"I have my family and all my students learn perfect shots with the Carter Evolution. No Doubt the best execution release ever made."



"I waited 700 hours for my first shot at a whitetail. I trusted my Carter Evolution to help me make a perfect shot."

# RELEASES

## Attraction Large & Small



The Attraction gives the shooter the option for shooting either a pull tension activated release or a thumb trigger activated release all in one comfortable unit by simply adjusting one Allen head screw you can change the release from being pull tension activation to the thumb trigger activation release. The Attraction is a perfectly harmonized combination of the top selling Evolution Series and the most popular Target Series of release aids from historical Carter Enterprises. The Attraction has a very unique trigger and safety mechanism that allows the archer to execute the exact same shot regardless of the preferred activation method. In the past most pull tension releases require the archer to depress the trigger to activate the safety while drawing the bow which is opposite to what is done to shoot a typical thumb activation release. With the new Attraction design the archer can draw the bow without depressing the trigger and then press the trigger and hold it in while pulling through a perfect shot. One release, one shot feeling but with two different execution shot options. Besides the unique trigger design the Attraction also has slick new options including removable pin set up for trigger tension customization, removable ITS magnet system, safety re-cocking lever for ease on let down and features an open jaw hook for quick and easy loading to a D-loop. Whether you prefer to pull, squeeze or BOTH, the Attraction is the release for you!



INTERCHANGEABLE  
ITS  
TENSION SYSTEM

(Both are available in 3 and 4 finger models)

## Back Strap

INTERCHANGEABLE  
ITS  
TENSION SYSTEM

The Back Strap is the perfect wrist strap style release for competitive target archers and hunters alike. Designed after the Evolution Series, this innovative resistance activated release is fired by pulling, not punching. This is a sure fire way to overcome buck fever and target panic. The Back Strap is specially

designed for wrist strap shooters providing even less torque than hand held release aids and comes with the Scott Archery Buckle Strap. The trigger acts as a safety and not a firing pin. The safety is depressed during the draw cycle of the bow and then released at reaching full draw. Once in the valley relax the index finger off the safety and begin pulling and building pressure on the back wall of the cam until the release fires. For safely letting down the bow the trigger can again be depressed and held down while relaxing the bow to rest. This is the best concept for struggling archers that want to learn to push and pull until the shot fires.



## Revolution

INTERCHANGEABLE  
ITS  
TENSION SYSTEM

The Revolution is an alternative to Carter's top selling Evolution release aid. This release is a sure cure for target panic and will teach proper shot execution and back tension. The release activates from increasing resistance and not from rotation. The Revolution has a casing designed perfect for the archer preferring vertical handle without a hole. The safety has been relocated to the pinky for trouble-free drawing and letting-down of the bow. Like its predecessor, the Revolution utilizes an open jaw for easy loading and unloading of the release on a loop. Join the revolution against target panic and shoot Carter's Revolution!

## Squeeze Me

INTERCHANGEABLE  
ITS  
TENSION SYSTEM

Designed after the sleek shape of the new improved Back Strap, this innovative resistance activated release shoots in the reverse order. Just draw to anchor, press the trigger and then just pull to activate. Your shot will fire as draw weight increases. No punching, no panic! To let down, release pressure on your index finger, engage safety with your middle finger and let down. Squeeze Me for your perfect shot.



# BACK TENSION RELEASES

*Only Large & Small*

Discover the most significant improvement in hinge release technology in 50 years. The ONLY is simply the smoothest and fastest hinge release in the world. But it gets better. The angle can be adjusted up to 35 degrees, and with the revolutionary Variable Crescent Technology (V.C.T.), firing speed adjustments are limitless. Traditional hinge release firing speed is controlled by the hinge position on the half-moon. We've replaced that half-moon with your choice of three crescent cams that range from 0 to 5 degree of radius curvature. The magic is in the cams giving you total customizing of the release head angle and firing speed. The ONLY is self-loading by means of a magnetic-head-return and designed to be shot from a D-loop. Available in large or small sizes. The ONLY provides endless adjustment options and is destined to be the ONLY hinge style release you will ever need. (Available in 2, 3, and 4 finger models)

**VCT**  
Variable Crescent Technology

*Colby 2 Hinge*

Get back to basics with the simple back-tension release. The comfortable contoured handle will fit any hand size. An improved version of the original Colby, this back-tension release is an excellent training aid. Utilizing Carter's R.A.S. Technology, this release is a must for every archer wanting to improve their form and raise their scores.

*Attention Hinge*

(Available in 3 and 4 finger models) This back-tension release uses R.A.S. technology for precise adjustment. The ergonomic design provides maximum comfort and accuracy. It can be shot either with a D-loop or using the attached rope. Just wrap your fingers around it, settle on the X, relax your arm and tighten your back. Then listen to the crowd cheer after you nail it.

*Slider*

The Slider is a new spike head style triggerless release that features a new incremental hook adjustment system. The slider is unlike any other triggerless release because it has the hook positioned between the middle and ring finger which allows for easy draw and smooth friction free rotation. The Slider has an extremely comfortable and ergonomically contoured 3 finger handle that allows you to draw safely using the pulling post and requires virtually no hand repositioning upon anchoring. We believe it is the easiest back tension release to use and totally fool proof for any archer wanting to use a triggerless back tension release. Just draw, aim, pull and let the slider put your arrow right down the center of the plate. Experience the new slider today and see just how slick it really is.



# INDEX FINGER TRIGGER RELEASES

*Lucky*

Not everyone can always make that perfect shot, and the truth is that most trophies of a lifetime come along with a little luck. That's why most people would admit that they "would rather be Lucky than good". We at Carter agree, and that's why we set to build a release that is ultra forgiving and ultra accurate by combining a brand new Carter innovation along with all of our best features of the past. The end result is the new "Lucky" by Carter Enterprises. The Lucky features a shorter head and reduced body size, as well as, the most customizable trigger tension system ever made. The new Magnetic Attraction Tension System (M.A.T.S.) is a fully adjustable trigger tension system using NO springs. The M.A.T.S. is the fastest and easiest trigger tension system ever created. Simply remove or add the trigger magnets quickly and easily by sliding them in or out of the release body for instant trigger tension customization. NO springs, NO corrosion, NO inconsistency in the trigger. By combining the M.A.T.S. in addition to Jerry Carter's proven double sear interior design, the Lucky equals consistent trigger fire regardless of bow weight. The Lucky also has an open hook design for quick loop loading without excessive loop wear. Check your local retailer today and see what it feels like to "Get Lucky!"

*I've always said... "It's better to be lucky than good!"  
Here's another World Class trophy thanks to my Lucky.  
When it comes to my release, this Lucky is absolute perfection.*



*Like Mike*

Carter Enterprises has had the pleasure of having countless numbers of World Class Professionals shooting their release aids. When it comes to Professionals using wrist strap releases, Michael Braden stands out as one of their most decorated index finger release shooters. This collaboration led Carter's design genius Jerry Carter to use Michael's experience to collectively create the perfect index finger release, the Like Mike. The Like Mike features an ultra reliable, double sear interior for increased accuracy and repeatability while maintaining the least amount of trigger travel of any release Carter ever made. The trigger also has minimal "over travel" to eliminate any spongy feeling when fired, leaving you with a perfectly crisp feel and instant response. The trigger has a 0 to 5 pound adjustment range with the simple turn of a screw so you can tailor the trigger to the exact feel you prefer. It also features the popular open jaw design that loads quickly and silently on a d-loop for fast clean shots that give no excessive wear to the loop. The long and sleek design of the Like Mike is very aesthetically pleasing and fits perfectly for any shooter that prefers a longer bodied index finger release aid. The Like Mike comes standard with the Scott Adjustable Leather Buckle Strap for superb comfort and repeatable fit. Whether you are in the field, in the woods or on a shooting line, the Like Mike is the next generation in a long line of record setting Carter release aids.

*The QD Gizmo*

It's the world's fastest quick disconnect. Simply bolt the female end into the stabilizer bushing on your riser and attach the male end to any standard stabilizer screw (5/16 x 24). Then one 360 degree twist to connect or disconnect. Cool, huh?



*"I am often asked to make equipment recommendations and I offer a wide range of options in every category... except releases. I tell everyone for over 10 years I've had my Carter's strapped on my wrist and ready to launch every important shot I make."*



# INDEX FINGER



*"From Arizona to the Arctic, my Carter Release has never let me down. I shoot it because it is the best!"*

## Rx 1 and Rx 2 ITS

The Rx releases are the prescription for any hard-core bowhunter or target archer. The Rx1 and Rx2 were collectively inspired by World renowned Bowhunter Dr. Randy Ulmer, Champion target archer Michael Braden and were designed by Jerry Carter. They are simply the fastest, quietest and most accurate wrist strap releases sold. The Rx series features a brand new magnetic hook return that closes with a simple squeeze of the finger. This unique self closing, open hook design is perfect for trouble-free shooting from a string loop. They come standard with a premium, fully adjustable leather buckle strap made by Scott. Dr. Ulmer has gone on record to say that he has finally found the ultimate hunting release in the new Rx2! The doctor's orders are to take one Rx in the evening and call the taxidermist in the morning!



## Strapless INTERCHANGEABLE TENSION SYSTEM **ITS**

The Strapless incorporates some of the best features of a hand-held release and lightly mixed with the best of the index finger releases. The handle has a smooth swept back design with a peg on the thumb to assist in pulling.

The trigger on the Strapless is based on Carter's proven design and is fast and travel free to assure effortless shots. Hunters using face masks or shooters with beards will appreciate the open jaw for added accuracy and quick loading to the string. Get the best of both worlds and "Go Strapless".

## Quickie & Quickie + ITS

The open, self-closing hook quickly relocks following each shot, providing easier, faster loading on either a D-loop or serving. In addition, enjoy the benefit of silent loading and silent shooting without sacrificing accuracy. The Quickie Plus also features a new version of the popular Interchangeable Tension System for fast, easy spring changes.



Quickie 2 & Quickie 2+

**ITS.**  
TENSION SYSTEM



"I Love trying new archery gear, always looking for the next best thing, but with Carter there is no question that I already have the Best in My Hand!"

## 2 Shot

This index finger release introduces the first ever triple sear design allowing the pressure to be spread out over six points instead of the normal two. It features a beefed up casing and larger hasp opening. The Two Shot was designed especially for attaching directly to the bow string or D-loop. Beautiful to look at, beautiful to shoot.

# Wrist Straps



A variety of wrist straps are available for Index Finger Trigger Releases

P.O. Box 19 • 487 N. 2290 E • SAINT ANTHONY, ID 83445 USA

# Carter

Enterprises



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Catalog Design by  
Dan Ranschau  
(dranschau@gmail.com)  
& JDA International

PHONE: 1-208-624-3467 • FAX: 1-208-624-7515

WWW.CARTERENTERPRISES.COM • CONTACT@CARTERENTERPRISES.COM