

ACCURACY DEFINED
THROUGH DESIGN

Carter
Enterprises

2014 PRODUCT GUIDE



For three generations CARTER has continued to build a Family. We have focused on building things that our families know will always be there to count on. Our foundation is built on our innovation and it has weathered the course of time. Carter is made up of the most amazing shooters in the world who deserve only the best. The Carter family is a unity of fully dedicated and diehard archers who know what we put in their hands makes them stronger. That is why each and every release that is designed here is intended to help build them and to help improve everything they trust with us. Carter was built believing that the best support you can ever have is the support of your family. We are not a company focusing on paying our shooters to use our products. We instead use every resource we have to build products that our shooters—our family— can always lean on and always rely on. The Worlds best shooters are loyal to Carter because they know there is a dependability and accuracy that has no price tag. From our first family members nearly 30 years ago, until our most recent ones of this generation, archery's most famous names continue to trust Carter Releases. We are—Accuracy Defined Through Design.

Carter

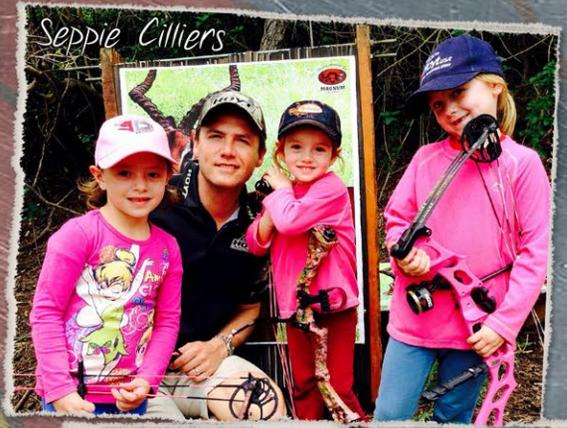
Enterprises



Rob Kaufhold



Jamie Van Natta



Seppie Cilliers



Sara Lopez



Christie Colin



Chris White



Erika Jones



Patrick Laurson

TOTAL CONTROL



The new **TOTAL CONTROL** from Carter Enterprises is a revolutionary new release that gives the archer "Total Control" of the release adjustment. This new hinge style release has two independent moon adjustments with infinite control of both the speed and clicker length adjustments. Simply by turning two screws, the archer has "Total Control" of both independent moons that can each be adjusted to the optimum position. This not only makes it the most user-friendly hinge style release but also the safest to draw. The new compact head of the release has scribed index marks for precise position referencing. The newly designed head has great lines and a sleek internal hinge that incorporates dual magnets for auto loading of the hook and head. This amazing new hinge has an open index hole and silky smooth handle for an extremely universal fit. If you are an archer looking for the ultimate hinge release that gives you Total Control of your shot then be sure to grab the new Carter Total Control.

THE **Fair Chase**

This amazingly miniature rotation release is the first of its kind and is designed specifically for the purpose of teaching proper technique to even the youngest of archers. This solid head "rotation" style release is made to fit the smallest of hands and promotes critical techniques for learning perfect shot execution. This rock solid design makes for the most durable of releases and one you don't have to worry about for accidental drops or routine cleanings.

The Fair Chase comes in 2 sizes; the Small is miniature to fit the hands of a 5-9 year old and a Large that is slightly larger for the 9-12 year olds.



THE "HONEY 2" IS THE SWEETEST AND SAFEST HINGED BACK TENSION RELEASE EVER!



NEW FOR
2014



The Honey 2 has a new feature in its positive safety engagement system that allows you to manipulate how you choose to safely draw or let down your bow without the stress of a misfire. The Honey 2 gives the option of a safety that lets itself out when you release it or whether you manually want to disengage it by pushing it off. One turn of a screw lets you choose! The Honey 2 also incorporates an improved internal floating hinge head design that allows you to anchor however you like before disengaging the safety and making your shot. This newly improved floating head assures consistent alignment and repeatable execution for nock crushing accuracy. The speed of the release is easily adjusted with the new adjustable sear engagement. The head has an integrated magnet to assist in the self-returning hook so you can easily be ready for the next shot. The Honey 2 has the most comfortably smooth, fingerless handle that makes drawing the bow a pleasure regardless of hand size. With all the safety, accuracy and comfort packed into the new Honey 2 you can be assured to have the best hinged release on the market.



HAND HELD THUMB

Simple 1



Simple 1

The Plain 1 and Simple 1 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

Plain 1

Too Simple

An amazing release that is just "Too Simple". Based on the hugely successful Simple 1 release, the new Too Simple now features Carter Enterprises' unique "double sear" trigger system which makes for the finest trigger travel adjustment on the market. A new set-screw tension adjustment allows for a super micro-adjustable trigger tension by simply turning a screw. In addition, a newly improved self-closing jaw allows for a cleaner release and trouble free loading onto a D-loop with just one push of a button. Like the Simple 1, the new Too Simple, has an extremely comfortable handle and an auto locking jaw with an ultra short head to help increase speed. The new Too Simple is available in a 2, 3 and 4 finger handle configuration.



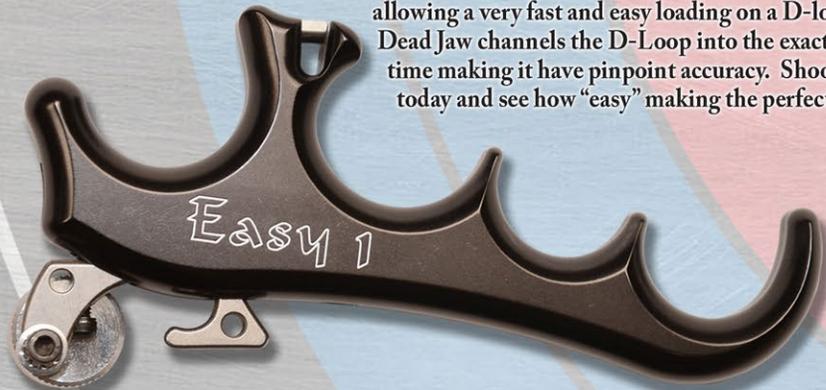
Too Simple

NOCK ON

John Dudley

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.

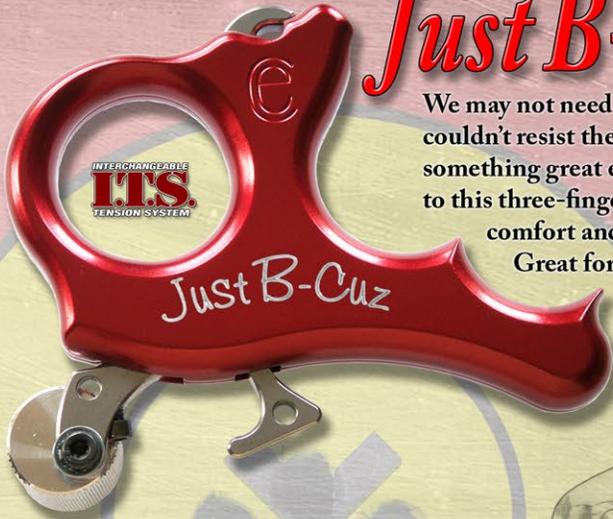


Easy 1

TRIGGER RELEASES

Just B-Cuz

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.



interchangeable tension system

Just Cuz+

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 4+

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.



Target 3+

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.



Dave Cousins

HAND HELD THUMB

Chocolate Addiction

Chocolate Lite



(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.



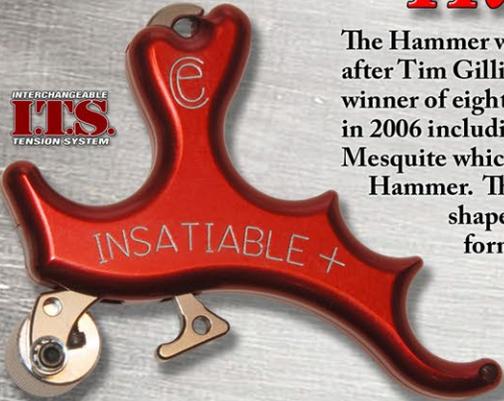
The Chocolate Lite is a revolutionary release that takes the best of the Carter releases and molds them into one masterful package. Like the Chocolate Addiction, it offers an Auto-Closing Jaw perfect for hunters, and is designed for medium to large hands.

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



Hammer

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.

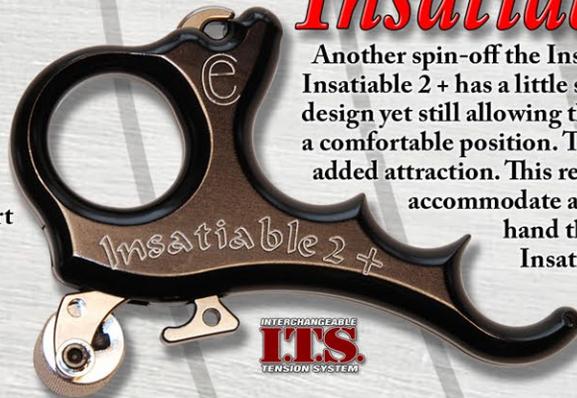


Insatiable+

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+

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

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



Drawing shows reversed third-finger trigger position

INTERCHANGEABLE
ITS
TENSION SYSTEM

Ember 1 Whisper

Designed for the target shooter or hunter. The modular designed handle allows it to be shot as a two-finger, three-finger, or 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.

“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.

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



with removable pinky extension

Fits Me+

INTERCHANGEABLE
ITS
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!”



Fits Me Too

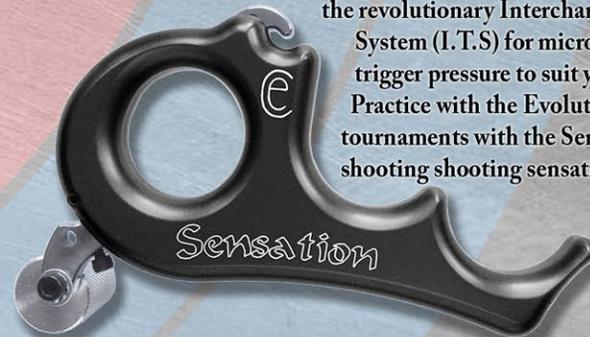
INTERCHANGEABLE
ITS
TENSION SYSTEM

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)

Sensation

INTERCHANGEABLE
ITS
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.



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 is destined to be the ONLY hinge style release you will ever need. (Available in 2, 3, and 4 finger models)

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.

2 Moons



Honey Do



The introduction of the original Honey was very well accepted but some archers preferred a safety that didn't have to manually push out. The *Honey-Do* features the same great features as the original Honey but with an automatic safety release. Simply depress the thumb safety as you draw and release to have an active release. Available in four finger large only.

Atension Hinge



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!

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 issue 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.

RESISTANCE ACTIVATED

Evolution & Mini Evolution



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.)

Squeeze Me



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.



Andrea Gales

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! (Both are available in 3 and 4 finger models.)

Revolution



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!

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

INDEX FINGER

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!"

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 Scott leather buckle strap with easy slide length adjustment.

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 the 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.

Eric Bennett



TRIGGER RELEASES

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.



Rx1 and Rx2

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!



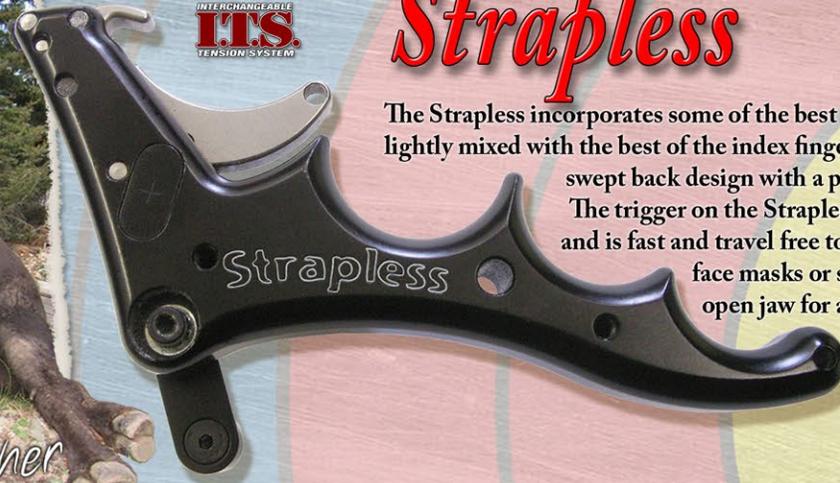
INTERCHANGEABLE
I.T.S.
TENSION SYSTEM



INDEX FINGER

Strapless

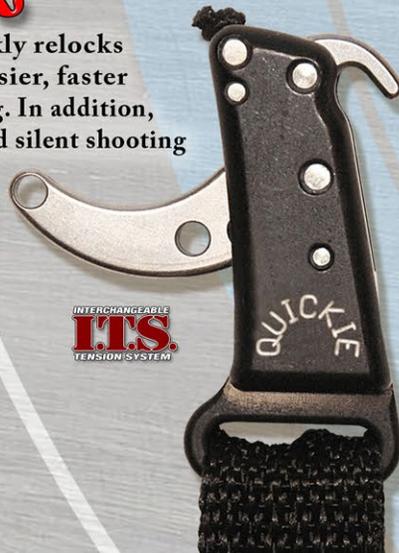
The Strapless incorporates some of the best features of a hand-held release and lightly mixed with the best of the index finger releases. The handle has a smooth swept back design with a peg on the thumb to assist in pulling. The trigger on the Strapless is based on Carter's proven design and is fast 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".



Chase Fulcher

Quickie & Quickie +

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.



Randy Ulmer

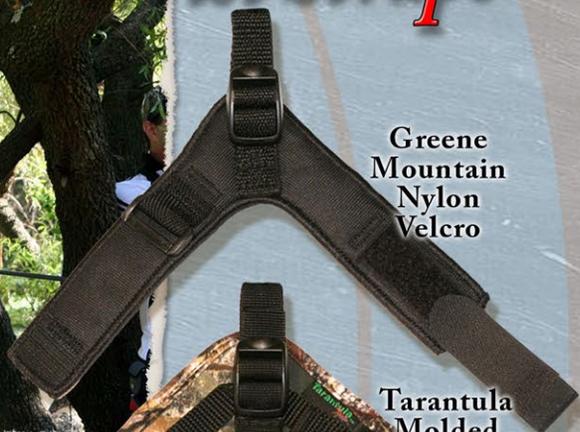


TRIGGER RELEASES

Wrist Straps



Greene Mountain
Nylon
Velcro



Tarantula
Molded
Buckle



Greene Mountain
Leather
Buckle



Scott
Leather
Buckle



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



Visor & Caps

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



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?

3 GENERATIONS



Carter

Enterprises

**ACCURACY DEFINED
THROUGH DESIGN**

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