

Carter Enterprises



2024 PRODUCT GUIDE

ACCURACY-DEFINED THROUGH DESIGN



April & Jerry Carter

Carter Enterprises

The Carter Enterprises team continues to strive for the best releases on the market. We stick to the drawing board with a creative approach to design and a steadfast standard for accuracy.



Carter introduces the New Revelation.

The Revelation has four strategically placed rubber sound dampeners silence the sear mechanisms and allow the shooter to make an absolutely quiet shot for the wariest of game without sacrificing the precision and accuracy Carter is known for. There is no travel adjustment needed as the Magnetic Adjustment System provides one of the best no movement trigger breaks in the industry. This innovative feature makes changing your trigger tension faster and 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 been quieter or easier, ever. The Revelation features a reverse open jaw for fast and silent hookups on a d-loop. The jaw is strategically designed to open away from the face to minimize string and loop contact from facial pressure or shooting with a face mask or full beard, therefore, assuring perfect arrow flight. The Revelation has a magnet to return the hook to the closed position for easier loading. Although the Whisper 2 is the quietest release we have ever made we are sure it will be the one making the most noise in the Archery Industry. Also available in a Small

Introducing the New Whisper 2.

Just as the name implies the Whisper 2 is the quietest hand held release Carter has ever made. Four strategically placed rubber sound dampeners silence the sear mechanisms and allow the shooter to make a "Whisper" quiet shot for the wariest of game without sacrificing the precision and accuracy Carter is known for. There is no travel adjustment needed as the Magnetic Adjustment System provides one of the best no movement trigger breaks in the industry. This innovative feature makes changing your trigger tension faster and simpler

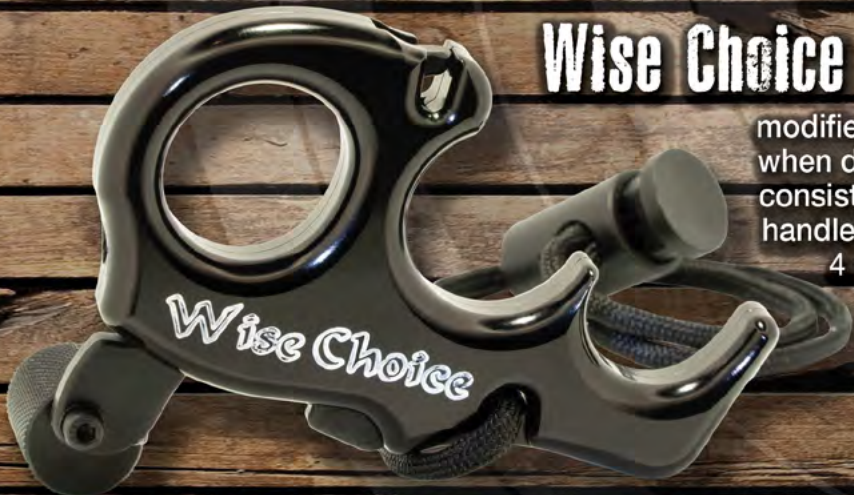
than ever. Simply remove or add the trigger magnets quickly and easily by sliding them in or out for instant trigger tension customization. Changing your trigger tension has never been quieter or easier, ever. The Whisper 2 features a reverse open jaw for fast and silent hookups on a d-loop. The jaw is strategically designed to open away from the face to minimize string and loop contact from facial pressure or shooting with a face mask or full beard, therefore, assuring perfect arrow flight. The Whisper 2 has a magnet to return the hook to the closed position for easier loading. Although the Whisper 2 is the quietest release we have ever made we are sure it will be the one making the most noise in the Archery Industry. The Whisper 2 can be shot as a 2-finger handle or it can be shot with the included 3rd finger extension, which allows you more angle adjustment for added customization. Also available in a Small.



Forrest Carter

Wise Choice Plus

Based off of the ever popular Wise Choice, the Wise Choice Plus offers the same features as the Wise Choice but we have modified the trigger to be more robust to eliminate breakage. No more worries when dropping your release. It should keep shooting with the same accuracy and consistency you rely on. The Wise Choice Plus is available in the 3 and 4 finger handle. We will also offer the First Choice Plus 3 & 4 and the Too Simple Plus 3 & 4 with the new trigger. Enjoy shooting your new Wise Choice Plus with all of the familiar features "plus" a more durable trigger.



Hand Held Thumb Trigger Releases



Wise Choice Many people enjoyed the features of the 1st choice, so we thought it would only be wise to offer a version with an index finger hole as well. The Wise Choice is a thumb trigger release that adds an index finger hole to assist with consistent index finger placement and adds the security of an enclosed placement for your peace of mind. The Wise Choice features the same popular auto-closing jaw for a quick and easy attachment to your d-loop, and the very popular Screw tension adjustment system for the most precise and simple trigger tension customization. It has a removable lanyard system to give the bowhunter an option of clipping it on the loop or keeping the Wise Choice on your wrist. The handle is the same universal fit of the popular 1st Choice with a hole that accommodates a light glove for hunting scenarios. We think that giving this release a try would be... a "Wise Choice". Also available in a 4 Finger



Pedro De Ampuero Castellanos
(Wise Choice)



1st Choice

Based on the extremely popular and versatile Too Simple release, the First Choice features the same comfortable and universal fit handle as its predecessor but incorporates a longer neck. The length of the neck and release head matches the length of our standard target models. Add in the self-closing jaw and screw tension adjustment system features of the Too Simple and the result is a target quality thumb trigger release which is very simple to use and hunting scenario friendly. No matter your target of choice, we recommend this release as your "First Choice". Also available in a 4 finger

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. The Target 3 uses the Set Screw Tension System for more precise and easy trigger tension adjustment. The release can be spring tension adjusted. We are sure it will be one of your favorites. It's one of our's.



Target 4+

The Target 4 is one of our most popular releases. It is a closed reversed jaw, four-finger, thumb-trigger release. The Target 4 uses the Set Screw Tension System for more precise and easy trigger tension adjustment. The release can be spring tension adjusted. 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.





Too Simple

This release is just Too Simple. Based on the hugely successful "Simple 1" release, the Too Simple features Carter Enterprises unique "double sear" trigger system which makes for the finest trigger travel adjustment on the market. The 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 Too Simple has an

extremely comfortable handle, auto locking jaw with an ultra-short head to help increase speed.

(Available in 3 and 4 finger models)

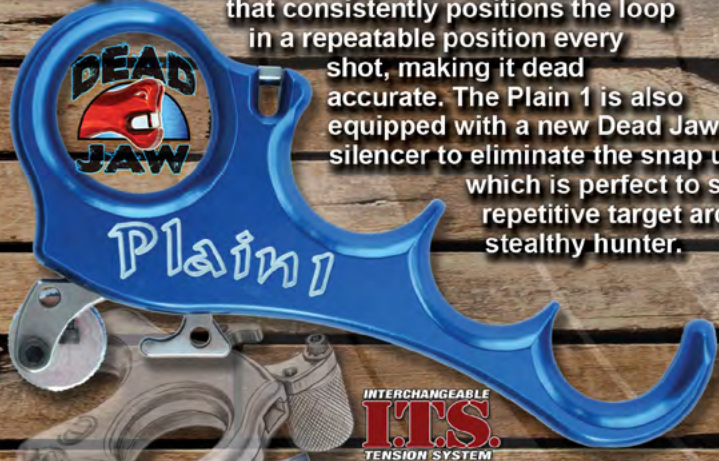
**Congratulations
Dave Cousins
2023 Kings of Archery
JVD Open Champion!**



Plain 1

The Plain 1 is engineered to be self-loading and self-closing with one simple push of a button. There is no more flip, cock and close. It features 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 Plain 1 is 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.



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. In 2015, The Just Cuz uses the Set Screw Tension System for more precise and easy trigger tension adjustment. The release can be spring tension adjusted.

Just B-Cuz

We may not need a reason, but couldn't resist the temptation to keep making something great even better. The Just B-Cuz uses the Set Screw Tension System for more precise and easy trigger tension adjustment. The release can be spring tension adjusted. The slight curvature to this three-finger hole provides for amazing comfort and high accuracy with every shot. Great for any size hands.



Hand Held Thumb Trigger Releases

Chocolate Addiction

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.
(Available in 3 and 4 finger models)

Chocolate Lite

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)

CONVERTIBLE

Designed to give you the keys to multiple trigger fingers with one trigger release. This unique shape lets you shoot with either a 2 or a 3 finger handle thumb activation or with a simple 180 degree flip of the release and flip of the thumb knob it can be shot with a third finger activation. Shooting **the Convertible** as a third finger trigger release can help when you get "Punchy" with the thumb trigger. **The Convertible** has an innovative auto closing jaw with the easy press of the cocking lever. **The Convertible** has a removable variable position Adjustable Trigger that doubles as either a pulling peg or a thumb trigger.

Ember 1

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.



Jess Reveal



Drawing shows reversed third-finger trigger position





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. The Insatiable + also has the new Set Screw Tension System for more precise and easy trigger tension adjustment.



Tricia Oshiro

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. The Insatiable 2 + also has the new Set Screw Tension adjustment system for more precise and easy trigger tension adjustment.



EZ

The EZ is based from the handle geometry and jaw position of the new revolutionary hinge, the NV. This allows you to have the same feel when switching between the two releases and complement each other, but the magic doesn't stop there. The EZ has a very unique feature in a thumb trigger, there is no travel adjustment! The Controlled Engagement System (C.E.S.) design completely eliminates the need for a travel adjustment with absolutely no felt movement in the trigger. There is, of course, a trigger tension adjustment that allows you to customize the weight of your trigger. The EZ also features an open, self-closing jaw and lanyard system making it extremely hunting friendly, but with target quality accuracy. (Available in Large and Small)

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. The Insatiable 3 + also has the new Set Screw Tension adjustment system for more precise and easy trigger tension adjustment.

Whisper

The Whisper has a very short distance between the fingers and the hook allowing the shooter to shoot a 1/2" longer draw while maintaining their normal anchor point. The Whisper also features a Magnetic Adjustment Tension System. Simply add or remove magnets to adjust trigger tension. (Available in small handle only)

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



with removable
pinky extension

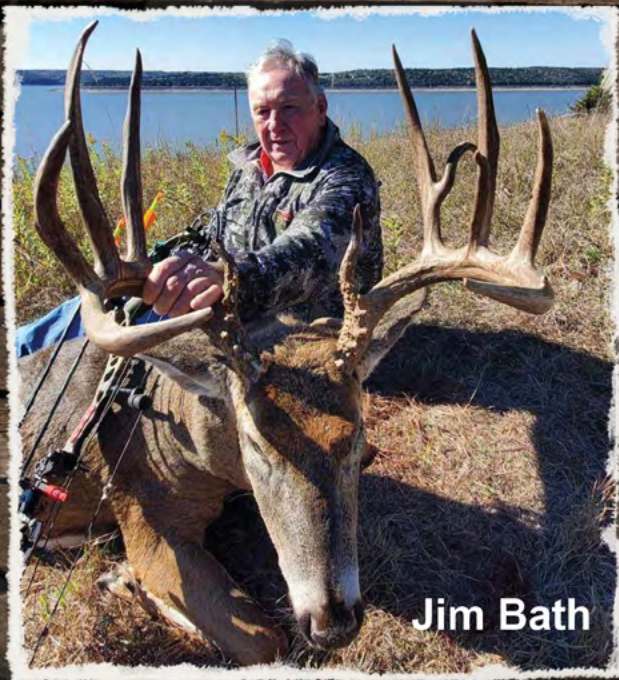


Resistance Activated Releases



Attraction

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. 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 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. Whether you prefer to pull, squeeze or BOTH, the Attraction is the release for you! (4 finger release available in large)



Jim Bath



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 safety has been relocated to the pinky for trouble-free drawing and letting-down of the bow. Join the revolution against target panic and shoot Carter's Revolution!



Evolution 20 The New Evolution 20 is the next “Evolution” in the resistance activated releases. The Evolution 20 no longer requires a spring change like the “plus” models with the ITS system. One spring under a screw is the only adjustment needed with a weight range from 8 pounds all the way up to 40 pounds of holding weight. This new system also has the advantage of a much more precise micro adjustment of weight, as well as improved consistency.

(Also available in a Small ‘Mini’ model)



Mini Evolution +

Evolve into the best shooter you can be with the Mini Evolution Plus from Carter Enterprises.

The first trigger-less release aid that actually teaches you how to properly execute an unanticipated surprise shot with back tension. The Mini Evolution is designed only to fire when it has

(available in 4 finger only)

reached the set maximum resistance setting by pulling against the back wall of your bows cam. The release is fully micro-adjustable and can be set anywhere from 10-35 pounds depending on which spring is installed using the innovative Interchangeable Tension System or I.T.S system. This release fires only by resistance and not by rotation or trigger travel. This is a perfect release for struggling archers looking to achieve the surprise shot using proper back tension. The Mini Evolution also has a reliable thumb safety that is used when drawing or letting the bow down and will eliminate chances of premature firing. The jaw is partially open to allow the archer to engage or disengage the release from a D-loop even if the release is cocked. Eliminate target panic and master the form that the top pros depend on using the Mini Evolution Plus!



Evolution Too

Carter Enterprises takes you to the next level of resistance activated releases. We are excited to offer the Evolution Too. The Evolution Too features revolutionary new “Piston Resistance” technology. This new technology gives you the ability to fine tune your tension adjustment range and offers a level of consistency unmatched by other resistance

activated releases. The new safety design includes a feature that will not allow the safety to disengage if you are pulling harder than the release is set for. This year let the Evolution Too take you to the next level of ACCURACY.

(Available in 2, 3 and 4 finger models.)



Sarah Prieels

**Congratulations
2023 Kings of Archery
JVD Open 2nd Place!**

Back Tension Releases



Total Control

The TOTAL CONTROL is a hinge style release and 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 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 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 Carter Total Control. (available in 3, and 4 finger models)



Darren Collins
(Total Control)



Honey 2

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.

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 provides separate and infinite adjustment of both speed and click. 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. (available in a Large 3 and 4 finger model and a Small 4 finger model)



Only Small

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. (available in Small 3 and 4 finger.)



Chase Fulcher



NV The NV features a new Cradle Rotation System. This new technology allows the archer to adjust the distance of the click to firing from 0 (no click) to .050, or anywhere in between. The speed angle moon cradles the clicker moon in itself, allowing for completely separate speed angle adjustment from the clicker adjustment. Both adjustments are as simple as loosening a lockdown screw, turning the adjustment screws, and then locking down the moons again for the ultimate in consistency.

Honey The Honey is the sweetest back tension hinge release with a safety ever made. It has a new positive safety engagement and disengagement allowing you to safely draw or let down your bow without the stress of a misfire. It also incorporates a floating hinge head design that assures consistent alignment and repeatable execution of accuracy. The speed can be easily adjusted. The Honey has a self-returning hook. (available in Large and Small 4 finger)



Slider The Slider is a 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.



Index Finger Trigger Releases

Like Mike II Carter Enterprises is excited to offer the Like Mike II, which is an upgraded version of the popular index finger trigger, the Like Mike. The Like Mike II features some changes and improvements. The 1st feature that you will notice is the change in tension adjustment. Instead of the need for the longer case handle and adjustment from the rear of the Like Mike, the Like Mike II features the tension adjustment screw on the side of the case. This provides easier access for tension adjustment and a shorter case length. The tension range is still widely adjustable from approximately 10 oz. to approximately 3.5 pounds. If you desire an even heavier trigger, simply insert the supplied steel ball and your tension could rise as high as 11 pounds of trigger tension. The next feature and change in the Like Mike II is the implementation of Carter's new Controlled Engagement System. Like our new thumb trigger design, The Controlled Engagement System negates the need for a trigger travel adjustment screw as the sear engagement is controlled internally by design and tolerance. This provides our world famous no movement triggers without the ability or need to adjust trigger travel. Tension adjustment is a separate adjustment giving you a no movement trigger with the weight range you desire. These changes result in a much more user friendly version of an already outstanding release.



Dr. Randy Ulmer



Michael Braden



Rx 1 The Rx release is the prescription for any hard-core bowhunter or target archer. The Rx 1 was collectively inspired by World renowned Bowhunter Dr. Randy Ulmer, Champion target archer Michael Braden and were designed by Jerry Carter. The Rx release features a magnetic hook return that closes with a simple squeeze of the finger. Dr. Ulmer has gone on record to say that he has finally found the ultimate hunting release in the Rx! The doctor's orders are to take one Rx in the evening and call the taxidermist in the morning!



Whatever

The Whatever features a “one push” closed jaw system for the confidence of a completely enclosed loop. In addition, this release offers you an extremely versatile tension changing system as well as our famous trigger travel adjustment system. The 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.



Jeff & Mark Skousen



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.

Index Finger Trigger Releases

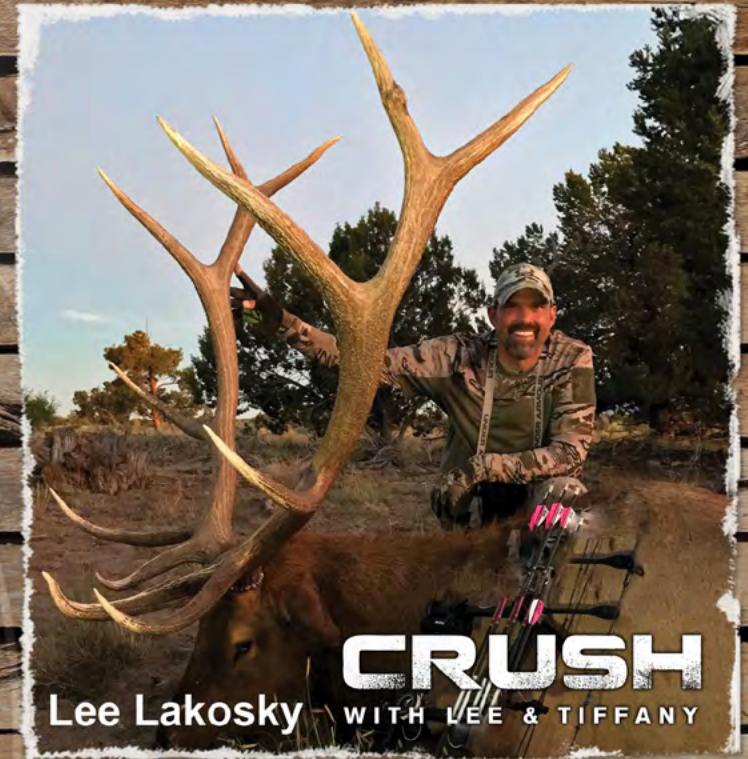
Quickie & Quickie+

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.

INTERCHANGEABLE
I.T.S.
TENSION SYSTEM



Tiffany Lakosky



Lee Lakosky

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?



Wrist Straps

Greene Mountain
Leather
Buckle



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

Greene Mountain
Nylon
Hook & Loop



B3
Leather
Buckle



TruGlo Boa
Wrist Strap



Cobra
Leather
Buckle



Caden Hyde

Caps & Visor

You will be styling in these Carter cap and visor. 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.

Elk &
Camo



Black
Pink



Kryptic
Camo



Black
Visor



ACCURACY DEFINED THROUGH DESIGN

The logo for Carter Enterprises features the word "Carter" in a large, bold, blue, metallic-style font with a 3D effect. Below it, the word "Enterprises" is written in a smaller, blue, italicized serif font. The background of the logo area is a circular graphic with a crosshair and a faint image of a building.

Carter

Enterprises

P.O. Box 19 • 487 N. 2290 E • Saint Anthony, ID 83445 USA

phone: 1-208-624-3467 • fax: 1-208-624-7515

www.carterenterprises.com • contact@carterenterprises.com