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News

For Immediate Release

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DOMINANCE CONTINUES: DARRELL SURVEY SHOWS BUSHNELL USED BY 91% OF PGA TOUR PROS

Most Recent Study Also Proves Bushnell Most Used Among PGA Tour Caddies

Overland Park, KS, June 7, 2011– For more than a decade, Bushnell has proved to be the distance measuring device of choice by PGA Tour players and their caddies. With 91% of the field using an electronic measuring device at The Players Championship, May 12-15, reporting their trust in Bushnell laser rangefinders, Bushnell continues its dominance on the PGA Tour, according to the Darrell Survey report. For the first time ever, the Darrell Survey Company also checked PGA Tour caddies to see what they were carrying in the bag. This survey, also taken at The Players Championship, confirms that Bushnell is the overwhelming distance measuring device used by caddies, with 83% of caddies using an electronic measuring reporting Bushnell as their product of choice.

Regarded as the golf industry’s authority on equipment usage for more than 75 years, the Darrell Survey conducted a study to ascertain the most widely used rangefinder on the PGA Tour. The Players Championship is often referred to as golf’s “fifth major” and consistently features the strongest field of the year.

“We know there are a lot of confusing claims being made by some of our competitors, but our position at Bushnell is to always market with integrity, and therefore we rely on the Darrell Survey as our validation as to who is #1 in golf,” said Phil Gyori, Executive Vice President of Marketing at Bushnell. “We hope consumers will continue to put their trust in Bushnell products as the

overwhelming number of the world's best professional golfers and their caddies do week in and week out.”

“The best players and caddies continue to rely on Bushnell products when preparing to face the world's fiercest competition,” said Bushnell Tour Representative and former Arnold Palmer caddie Royce Nielson. “Bushnell is able to maintain its status as the #1 rangefinder on TOUR because we continue to produce the highest quality and most innovative products for all golfers.”

In addition to its dominance on the PGA Tour, Bushnell rangefinders have been used by Champions Tour professionals more than any other distance measuring device. The Darrell Survey findings at the Outback Steakhouse Pro-Am demonstrate that Bushnell continues to be the dominant choice of Champions Tour pros, with 86% of players and caddies keeping a Bushnell rangefinder in the bag. The survey, taken April 15-17, at TPC of Tampa Bay, showed that of the 70 players who reported using a distance measuring device, 60 of those pros count on Bushnell products.

The most popular Bushnell rangefinder amongst TOUR pros is the Pro 1600, which is offered in both a Slope and Tournament Edition. Both models work without a locating reflector device and the unit will start obtaining accurate distances to any object right out of the box, with no downloads necessary.

The more sophisticated of the two rangefinders is the Pro 1600 Slope Edition, which features a built-in inclinometer to provide the golfer with a compensated distance based upon the degree of incline or decline. This patented Slope Technology means when you are aiming at an up-hill or down-hill target, the Pro 1600 with Slope +/- will adjust the yardage reading for the angle and distance to help golfers with accurate club selection.

Engineered for golfers who play competitively, the Pro 1600 Tournament Edition is legal for tournament play and permitted when Local Rule is in effect (see USGA Decision: 14-3/0.5). Like the Slope Edition, the Pro 1600 TE is capable of ranging distances from five to 1,600 yards (400 yards to a flag) and it is accurate within +/- one yard.

Bushnell recently introduced the ultimate distance measuring device – the revolutionary Hybrid™ – the first rangefinder to combine the best of laser and GPS technology. The most comprehensive golf electronic measuring device on the market, the Hybrid provides all of the valuable information that a

golfer of any level can benefit from. The laser rangefinding technology engineered into the Hybrid provides golfers with precise distances within one yard to virtually any point on any course in the world, while the Hybrid's GPS function allows users to access more than 16,000 North American golf courses which have been pre-loaded onto the device, making it ready to use right out of the box without ever having to pay any membership fees.

Bushnell, the #1 choice of professional golfers and caddies, offers a full range of laser rangefinders, which continue to change and improve the way golfers assess distances, ultimately improving performance.

For more information on the complete lineup of Bushnell industry leading rangefinders, visit the company's website at www.bushnellgolf.com.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell®, Tasco®, Serengeti®, Bollé®, Uncle Mike's Law Enforcement®, Stoney Point®, Hoppe's®, Butler Creek®, Millett®, Final Approach®, Uncle Mike's® and Simmons® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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