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News

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BUSHNELL REPORTS 91% OF PGA TOUR PROS USE BUSHNELL RANGEFINDERS ACCORDING TO DARRELL SURVEY

Decade of Dominance: World's Best Golfer's Continue to Trust Bushnell for Yardage Readings

Overland Park, KS, June 3, 2010 – The Bushnell family of laser rangefinders are used by 91% of PGA Tour players and their caddies, according to the Darrell Survey report taken at The Players Championship, May 6-9, at TPC Sawgrass.

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.

"To be an overwhelming number one with arguably the best field of the year is a major compliment that speaks volumes about our industry leading laser rangefinders," said Bushnell Tour Representative and former Arnold Palmer caddie Royce Nielson "For more than 10 years now, the world's best players and caddies trust our lasers to provide them with critical distance information for the courses they play each year."

For more than a decade, Bushnell laser rangefinders have been used by PGA Tour professionals more than any other distance measuring device. The findings at The Players Championship shows an increase from the 87% of pros who used Bushnell products at the 2009 Byron Nelson Championship,

and the 90% who kept them in their bag at the 2008 AT&T National.

“The results of the Darrell Survey validate our claim as the number one laser rangefinder in golf,” said Phil Gyori, Executive Vice President of Marketing at Bushnell. “The increase in use by Tour Pros this year shows that Bushnell continues to provide high quality, innovative products that the Pro’s trust and strongly prefer.”

The most popular Bushnell rangefinder amongst tour pros is the Pro 1600, which is offered in both a Slope and Tournament Edition. Both Pro 1600 models work without a locating reflector device and the unit can 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. Like the Slope Edition, the Pro 1600 TE is capable of ranging distances from five to 1,600 yards and it is accurate within +/- one yard.

Bushnell, the number one choice of professional golfers, 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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