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News

Date: For Immediate Release

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BUSHNELL® SIGNS ON AS PARTICIPATING SPONSOR OF THE PATRIOT CUP

Invitation-Only Event Held to Support Families of Fallen and Wounded Soldiers

Overland Park, KS, May 26, 2010 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA, LPGA and Champions TOURS, announced today its participating sponsorship of The Patriot Cup. The event will be held over Memorial Day weekend and features a limited field, invitation-only golf tournament to be played at The Patriot in Tulsa, Oklahoma, with proceeds benefiting the Folds of Honor Foundation.

The Patriot Cup is a special event that combines golf, entertainment and love of country to support the heroes who serve the United States. On Sunday, May 30, PGA Professionals and celebrities will play with their invited guests and members of The Patriot. On Memorial Day, the format changes to a group of three amateurs, a military aviator or ground soldier and a PGA TOUR, LPGA TOUR or Champions TOUR Professional. Following golf on Memorial Day, Vince Gill will host a gala honoring a heroic family and the presentation of the first ever Corporal Brock Bucklin Patriot Award to President George H.W. Bush.

Participation in this event is another way Bushnell is supporting the Folds of Honor Foundation. Bushnell will donate 400 Patriot Cup logo sunglass cases, Bollé sunglasses and other Bushnell products to The Patriot Cup. Earlier this year, Bushnell became the exclusive electronic measuring

device of Patriot Golf Day, the Folds of Honor Foundation and The Patriot. Bushnell is supporting the foundation by providing a percentage of every 2010 sale of their Tour V2 Patriot Pack to the cause. Additionally, Bushnell will provide 20 complimentary Patriot Packs to be sold in The Patriot pro shop with all proceeds supporting the foundation.

The Folds of Honor Foundation (FHF) provides post-secondary educational scholarships to the spouses and children of service members disabled or killed as a result of their military service to our great nation. FHF was founded in 2007 by Major Dan Rooney, an F-16 fighter pilot in the 125th Fighter Squadron of the Oklahoma Air National Guard. Rooney is also a golf course owner, PGA Professional and USGA member. Rooney has served three combat tours in Iraq. After returning from his second tour, Major Rooney was inspired to create FHF to empower deserving military families with educational support and opportunities by offering unique scholarships which can be applied to schooling now or held by FHF on behalf of young children until needed at the time of enrollment in a post-secondary educational institution. To date, FHF has raised more than \$5.3 million and awarded over 1,000 scholarships.

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 Bushnell family of laser 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®, Final Approach®, Tasco®, Serengeti®, Bolle®, Uncle Mike's Law Enforcement®, Millett®, Stoney Point®, Hoppe's®, Uncle Mike's®, Simmons® and Butler Creek® and Cébé brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-6105

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