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News

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BUSHNELL REMAINS OVERWHELMING DISTANCE MEASURING DEVICE OF CHOICE ON THE CHAMPIONS TOUR ACCORDING TO LATEST DARRELL SURVEY REPORT

*Latest Darrell Survey Data Reveals 87% of Players on the Champions Tour
Trust Bushnell for Accurate Yardage Readings*

Overland Park, KS, June 16, 2010 – The Bushnell family of laser rangefinders are used by 87% of Champions Tour players and their caddies, according to the latest Darrell Survey report conducted at the Regions Charity Classic, May 14-16, at Robert Trent Jones Trail at Ross Bridge.

Regarded as the golf industry’s authority on equipment usage for more than 75 years, staff from the Darrell Survey counted the number of distance measuring devices used at the Regions Charity Classic. The findings revealed that Bushnell products remain the most widely used distance measuring device on the Champions Tour.

“As a leader in the industry, it is important to our team, consumers and key accounts to reinforce our No. 1 on Tour claim,” said Bushnell Tour Representative and former Arnold Palmer caddie Royce Nielson. “We have conducted many Darrell Survey reports across the major golf tours and every time the conclusion is the same: Bushnell is the No. 1 rangefinder in golf and we take a great deal of pride in that.”

For more than a decade, Bushnell laser rangefinders have been used by Champions Tour professionals more than any other distance measuring device. The findings at the Regions Charity Classic display an

increase from the 77% of pros who used Bushnell products at the 2009 Dick's Sporting Goods Open, and the 74% who kept them in their bag at the 2008 FedEx Kinko's Classic.

"The usage increase over the past few years validates the hard work our product development team and engineers continue to put forth," said Phil Gyori, Executive Vice President of Marketing at Bushnell. "Bushnell has provided golfers with the highest quality and most innovative products for over 10 years now. We are proud that most professional golfers continue to trust Bushnell laser rangefinders to provide them with the most accurate data.

The Darrell Survey report taken from the Regions Charity Classic was completed one week after the Darrell Survey found that Bushnell laser rangefinders were the overwhelming number one choice of PGA Tour pros at The Players Championship, May 6-9, at TPC Sawgrass, with 91% of the players using Bushnell.

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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