



For Immediate Release

Contact: Derek Schuman – Bushnell Golf
(913) 752-3426 / dschuman@bushnell.com

BUSHNELL LASER RANGEFINDERS DOMINATE THE COMPETITION ON TOUR

Darrell Survey Shows 99% of Players and 94% Caddies Use Bushnell

Overland Park, KS, May 26, 2015 – Bushnell Golf has again proven itself as the preferred distance-measuring device on the PGA Tour. The Darrell Survey, golf industry’s leading independent and impartial arbiter of equipment use, reports 99 percent of the THE PLAYERS Championship field used a Bushnell laser rangefinder and 94 percent of all Tour caddies rely on Bushnell to obtain accurate yardages for their players. For well over a decade, Bushnell has become the overwhelming choice on the PGA Tour, while continuing to drive innovation for distance-measuring devices.



Led by the Tour X, Bushnell products were the clear favorite among THE PLAYERS Championship’s world-class field, and The Darrell Survey proved the world’s elite professional golfers trust Bushnell to obtain their yardages.

"Our goal is to provide world class DMD’s to world class Tour players, and the Darrell Survey yet again demonstrates Bushnell laser rangefinders are the most trusted brand on tour," said Derek Schuman, Marketing Manager at Bushnell Golf. "Bushnell is committed to developing new technologies and devices that will accommodate golfers of all skill levels."

Designed to cater for the avid golfer, Bushnell introduced the Tour X. The Tour X features:

- Exchange Technology gives the golfer a 2-in-1 device, conforms to USGA rule 14-3/05 when the black faceplate is engaged. When users switch to the red faceplate, the TOUR X deploys

its patented Slope Technology providing players with adjusted distance readings based on elevation changes.

- Dual Display Technology (DDT) that allows users to easily toggle between the bright red display featuring Vivid Display Technology or the crisp black display
- Incredible ranging capability of up to 1,300 yards (450+ yards to a flag)
- 2nd Generation E.S.P. (Extreme. Speed. Precision.), provides yardage five times faster and more accurately than ever before. Not only has the acquisition speed been increased to a lightning fast level, E.S.P. provides ½ yard accuracy from five to 125 yards.
- PinSeeker with JOLT Technology provides the golfer with short vibrating bursts to reinforce the laser has locked onto the flag.



Bushnell, the No. 1 choice of professional golfers, offers a full range of rangefinders, which continue to transform and improve golfer's ability to assess distances, ultimately improving performance.

Use of distance measuring devices is covered by the USGA's Decision **(14-3/0.5 Local Rule Permitting Use of Distance Measuring Device)**, which sets forth that players are allowed to use these in rounds conducted under the Rules of Golf when the Committee adopts the Local Rule, as long as they only measure distance.

Bushnell Golf is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on the Bushnell family of rangefinders, visit the company's website at www.bushnell.golf.com. To obtain images of Bushnell's industry leading products, please go to www.bushnellgolfpr.com.

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has more than 30 well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing

operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

###