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News

For Immediate Release

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BUSHNELL GOLF CONTINUES SUPPORT OF PATRIOT GOLF DAY AND THE FOLDS OF HONOR FOUNDATION

After a Successful Program in 2010, Bushnell Extends Patriot Pack Offering by Donating a Percentage of Every Rangefinder Sold to Support Families of Fallen and Wounded Service Men and Women

Overland Park, KS, March 10, 2011 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA TOUR, today announced that they will extend their support of Patriot Golf Day, the Folds of Honor Foundation and the Patriot Golf Course as the exclusive measuring device for 2011. After a successful 2010 program in which Bushnell donated nearly \$90,000 to the Folds of Honor Foundation, Bushnell will continue to aid the foundation’s fundraising efforts by providing a percentage of every 2011 sale of the Bushnell Patriot Pack, which has been upgraded with additional items not offered in last year’s Patriot Pack.

With the overwhelming success of the Tour V2 Patriot Pack, Bushnell has introduced two different Patriot Packs available immediately at retail. The Tour V2 Patriot Pack comes equipped with a Tour V2 laser rangefinder, limited edition Patriot golf embroidered towel, a blue silicone SKINZ, premium carrying case and extra battery at a manufacture’s suggested retail price (MSRP) of \$299. Also new for 2011 is the Tour V2 Slope Edition Patriot Pack, which features a

Tour V2 Slope Edition laser rangefinder, limited edition Patriot golf towel with embroidered logos, a



red SKINZ, premium carrying case and extra battery available for \$399 (MSRP). The Tour V2 incorporates the same “PinSeeker” technology that has made Bushnell products the #1 rangefinder on the PGA Tour. Both Tournament and Slope Editions feature golf-grip touch points for enhanced feel and stability, and is capable of ranging up to 300 yards to the flag stick with incredible +/- one yard accuracy.



For each sale of the Tour V2 and/or Tour V2 Slope Edition Patriot Packs, Bushnell will donate a portion of the proceeds to the Folds of Honor Foundation. The Folds of Honor Foundation (FHF) is a 501(c)(3) charitable organization with a mission to empower deserving military families with educational support and opportunities. Founded in 2007 by PGA Golf Professional Dan Rooney, a Major in the Air National Guard and a decorated military aviator, FHF provides post-secondary educational scholarships to the spouses and children of service members killed as a result of their military service to the United States. To date, more than 1,600 scholarships have been awarded by FHF.

“The Folds of Honor Foundation is a remarkable foundation that Bushnell feels privileged to be a part of, and we look forward to collaborating with the foundation and Major Rooney for many years to come,” said Blake Lipham, President and CEO of Bushnell. “The men and women who serve our great country and defend our freedoms across the world deserve as much support as we can offer, and Bushnell is proud to help support their efforts through the Patriot Pack.”

The FHF is the beneficiary of Patriot Golf Day, a joint initiative of The PGA of America and the United States Golf Association that encourages golfers across the country to add at least \$1 to their greens fees over the Labor Day weekend. Sparked by the vision and dedication of Rooney, Patriot Golf Day has become the largest grassroots golf platform in the country and has raised more than \$8.6 million in just four years with the support of golfers across the country.

“We are thrilled that Bushnell Golf will continue to support the Folds of Honor Foundation through the sales of the Patriot Pack, which was a great success in 2010,” said Rooney. “Patriot Golf Day has experienced great growth in just four years and has become an amazing tool to assist families of fallen or wounded/disabled military personnel.”

Bushnell Outdoor Products also recently announced that its support of FHF and Patriot Golf Day will expand to the hunting and shooting side of Bushnell. In 2011, Bushnell will offer a Patriot Edition Combo Pack for the hunting and shooting consumer, featuring a Scout 1000 ARC Laser Rangefinder with a SKINZ cover that features the FHF logo.

Bushnell, the #1 choice of professional golfers, offers a full range of 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) 752-3426.

The Folds of Honor Foundation provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation. Patriot Golf Day is the flagship fundraiser for the Folds of Honor Foundation. Patriot Golf Day, jointly supported by The PGA of America and the United States Golf Association, is held Labor Day Weekend at participating golf facilities nationwide. Individuals and companies interested in contributing to the Folds of Honor Foundation, and those applying for scholarships should visit www.FoldsofHonor.com <<http://www.FoldsofHonor.com>> .

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