



For Immediate Release

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BUSHNELL GOLF INTRODUCES NEO GHOST GPS RANGEFINDER

Pocket-Sized, Easy-to-Use Golf GPS Device Defines Distance Made Simple

Overland Park, KS, January 14, 2015 – Continually serving the demand for quality golf distance measuring devices, Bushnell announced the launch of its new NEO Ghost GPS Rangefinder, rounding out its robust collection of offerings to serve and assist golf enthusiasts of all levels on the course.



The NEO Ghost comes preloaded with more than 30,000 courses and provides simple measurements to the front, center and back distances of the green – along with up to four hazard/layout distances per hole. Additional features include auto

course and auto hole recognition, shot distance calculator and long battery life (play three rounds before charging). Using a multifunctional clip that allows for increased accessibility and convenience during play, the NEO Ghost can be worn on the golfer’s body or easily attached to a bag.

“Several features excite us about the NEO Ghost, most importantly the high-quality technology we are able to pack into such a small, lightweight GPS rangefinder,” said Scott Peterson, Senior Product Manager at Bushnell. “The NEO Ghost provides golfers with the critical distance information they need, while offering the convenience and reliability they are accustomed to from our Golf GPS products.”

Bushnell’s latest Golf GPS innovation joins the NEO XS, which is the lightest, thinnest GPS watch rangefinder in golf.

The NEO Ghost is offered in four colors – black, charcoal, neon green and white – and will be available at retail in mid-February for \$129.99.

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 rangefinders, visit the company's website at www.bushnellgolf.com. To obtain images of Bushnell's industry leading products, please go to www.bushnellgolfpr.com.

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