



For Immediate Release

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

DOMINANT AMONG PGA TOUR PROS AGAIN: DARRELL SURVEY SHOWS 91% OF PLAYERS USE BUSHNELL

Bushnell Continues to Be Rangefinder of Choice for PGA Tour Players and Caddies

Overland Park, KS, May 23, 2012 – Maintaining its dominance for more than a decade, Bushnell once again proves to be the distance measuring device of choice for PGA Tour players and their caddies. With 91% of the field at The Players Championship, May 10-12, reporting their trust in Bushnell laser rangefinders, Bushnell continues to be #1 on the PGA Tour, according to the latest Darrell Survey Report.

The Darrell Survey, regarded as the golf industry's authority on equipment usage for more than 75 years, conducts the study to determine the most widely used rangefinder on the PGA Tour. The Players Championship, frequently regarded as golf's "fifth major," boasted a world-class field which was surveyed to compile the results. With 29 of the top 30 current FedExCup points list and nine of the top 10 in the Official World Golf Ranking (OWGR) entered into the field, there is no doubt that the world's elite professional golfers put their trust in Bushnell rangefinders.

"The results of the Darrell Survey continue to validate our claim and position Bushnell as the clear #1 laser rangefinder on TOUR," said Phil Gyori, Executive Vice President of Marketing at Bushnell. "The results of the survey do not come as a surprise as each year the best players in the world rely on our commitment to innovation and excellence to help them prepare to face world-class competition each week."

Bushnell recently introduced the Pro 1M Slope laser rangefinder, designed to cater to the overwhelming number of TOUR professionals and caddies who use Bushnell products. The Pro 1M Slope has been engineered with incredible ranging capabilities of up to 1 mile (550+ yards to a flag), new Vivid Display Technology™ for optimum digital readout information in all lighting conditions and unprecedented accuracy, and Slope Technology that provides golfers compensated distances based on the degree of slope. The Pro 1M is also available in a tournament legal, non-Slope version.

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.

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®, Butler Creek®, Cébé® and Night Optics brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-3426.

- End -