



For Immediate Release

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BUSHNELL GOLF BRAND AMBASSADOR RICKIE FOWLER CLAIMS FIRST PGA TOUR TITLE

One of Golf's Brightest Stars, Fowler Wins Three-Man Playoff at Wells Fargo Championship to Secure First Win on PGA TOUR

Overland Park, KS, May 8, 2012 – Bushnell Golf Brand Ambassador Rickie Fowler captured his first PGA Tour title on Sunday, beating out World No. 1 Rory McIlroy and D.A. Points on the first playoff hole at the Wells Fargo Championship in Charlotte, North Carolina. Fowler, who prepares for tournament play each week by using a Bushnell laser rangefinder in his practice rounds, was able to land a 51-degree wedge four feet from the hole, which he converted into the winning birdie putt.

For more than a decade, Bushnell has proved to be the distance measuring device of choice by PGA Tour players and their caddies. According to the last Darrell Survey taken at The Players Championship last May, 91% of the field using an electronic measuring device reported putting their trust in Bushnell laser rangefinders. Week in and week out, professional golfers and their caddies prepare to face the world's toughest competition by using their Bushnell devices to keep exact yardages in their books. Never knowing when they'll be challenged with a tournament-winning shot, as Fowler was with his approach on the first playoff hole, pros put their faith in the precision devices created by Bushnell.

"We are excited to congratulate Rickie on his first PGA Tour victory," said Phil Gyori, Executive Vice President of Marketing for Bushnell. "We are thrilled to support Rickie and are honored that this two-time professional champion trusts the performance of Bushnell products. He is a wonderful representative of our brand."

Bushnell recently introduced the Pro 1M laser rangefinder, designed to cater to the overwhelming number of TOUR professionals and caddies who use Bushnell products. The Pro 1M 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.

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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.

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.

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