



For Immediate Release

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## **BUSHNELL GOLF ADDS NEO XS GOLF GPS RANGEFINDER WATCH TO FAMILY OF INNOVATIVE GOLF MEASURING DEVICES**

### ***Newest GPS Watch Gives Golfers Long Battery Life and More Hazards***

Overland Park, KS, January,14, 2014 – Bushnell Outdoor Products, #1 in Electronic Measuring Devices for Golf, introduces the next generation of innovative distance made simple golf products with the NEO XS Golf GPS Watch. The NEO XS Golf GPS Watch caters to the ever-increasing demand for wrist-mounted devices, provides golfers with additional perks as it comes preloaded with over 33,000+ courses in more than 30 countries, features market-leading battery life and can be used as an odometer on the course or while exercising off the course. The NEO XS is an easy-to-use GPS rangefinder, with instant measurements for golfers in a simple, lightweight and comfortable form-factor.



“We pride ourselves on creating technologies and products that makes Bushnell the brand of choice for over 90% of PGA, LPGA and Champions Tour Pros, but also understand that customers also want those exclusive technologies available in an easy-to-use form on their wrist,” said Terry Mears, Product Director at Bushnell. “With the popularity of the NEO-X Watch, we created the thinner and more comfortable NEO XS, with more advancements that will continue to give golfers the ability to enhance their game at an affordable cost.”

While the NEO-X offered golfers more battery life than any other GPS watch available, the new NEO XS delivers even more benefits with one button press such as shot distance, four hazards and round odometer, while providing over three rounds of battery life. Additionally, when the product is functioning solely in watch mode, the battery can last 24 months without needing a recharge.

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The latest product to join the Bushnell family of devices offering Distance Made Simple is the NEO XS. Bushnell's lightest and thinnest golf watch is simple to operate and comfortable to wear, giving golfer's easy to read front/back/center, hazard and shot distance measurements on over 33,000 preloaded courses with no membership fees.

The NEO XS Golf GPS Watch is capable of instantly recognizing courses and has an auto hole advance feature which automatically changes from one hole to the next, meaning the user does not have to push another button the entire round. And while the golfer is out on the course, the odometer feature allows you to track distance, speed, and total activity time.

#### Play Longer:

- Play three rounds between charges

#### Ready for Play:

- Over 33,000+ courses worldwide preloaded for instant use

#### Smart Round Features:

- Instant course recognition and auto hole advance
- Easy-to-Read Front/Center/Back Distances
- Hazard layup distances (up to four per hole)
- Shot distance calculator
- Round time and distance info
- Tee time auto-on & battery-saving auto-off



#### Perfect watch for everyday use

- Odometer, timer, stopwatch, alarm

Available in three colors (Black/Yellow, Charcoal/Orange, White/Cobalt), the NEO XS Golf GPS Watch will be available at Bushnell retailers nationwide mid-February, with a retail price of \$199.99.

Bushnell, the #1 choice of professional golfers, offers a wide variety 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](http://www.bushnellgolf.com). To obtain images of the NEO-XS, please go to [www.bushnellgolfpr.com](http://www.bushnellgolfpr.com).

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