



For Immediate Release

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BUSHNELL GOLF INTRODUCES PRO 1M LASER RANGEFINDER

Pro 1M Offers Advanced Technologies for 2012 in both Tournament and Slope Editions

Overland Park, KS, January 19, 2012 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA Tour, today introduced its latest innovative laser rangefinder – the Pro 1M. In an effort to continue to cater to the over 90% of PGA Tour pros and top amateurs who trust Bushnell laser rangefinders, 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.



“We are proud to continue our Decade of Dominance in professional golf, but we wouldn’t be as popular among the pros if it were not for our continued advancements in our ranging products,” said Phil Gyori, Executive Vice President of Marketing at Bushnell. “The introduction of the Pro 1M further enforces our commitment to providing innovative products, which are not only required by TOUR players, but also by recreational golfers everywhere who demand accurate yardage readings on the golf course.”

The Pro 1M is the first of Bushnell’s industry-leading-line of laser rangefinders to introduce Vivid Display Technology™. Created specifically for Bushnell’s premium rangefinders, this optical enhancement improves contrast, clarity and light transmission dramatically for enhanced use. The brightness of the digital display has also been increased, providing rapid, positive identification in all lighting conditions. These enhancements are offered with four user adjustable intensity settings, allowing superior ranging performance for any golfer.

With golfers seeking accurate yardage reading to the flagstick or virtually any other object on the course, Bushnell has engineered the Pro 1M to offer an incredible 5 yard to 1 mile of ranging

performance. The Pro 1M provides instantaneous measurements in yards and meters with incredible +/- one yard accuracy further than ever before.

Engineered for golfers who play competitively, the Pro 1M is legal for tournament play (all Bushnell laser rangefinder models, except the Bushnell Pro 1M Slope Edition and Bushnell Tour V2 Slope Edition, are legal to use when USGA rule 14-3/.05 is in effect) and is capable of ranging distances from 5 yards to 1 mile and accurate within +/- 1 yard.. The Pro 1M Slope Edition has the same features as the Pro 1M, plus Slope Technology which provides compensated distances for elevation changes.

Product features include:

- PinSeeker Technology to zero in on the flag
- +/- 1 yard accuracy
- 5 yards-1 mile ranging performance (550+ yards to a flag)
- Vivid Display Technology (VDT) for all lighting conditions
- 7x Magnification (objects appear 7x closer)
- PowerBoost™ for 35% more Acquisitions
- Posi-Thread™ Battery Door
- Waterproof construction
- RainGuard HD lens coating
- 3-Volt Battery and Premium Carry Case are also included



The Pro 1M and Pro 1M Slope will both be available at Bushnell retailers nationwide beginning in late January. Retail price for the Pro 1M is \$499 and Pro 1M Slope is \$599.

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 the Pro 1M, 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.

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