



For Immediate Release

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THE EVOLUTION OF PRECISION BUSHNELL GOLF INTRODUCES TOUR V3 LASER RANGEFINDER

Introduction of JOLT Technology Allows Golfers to Feel Their Exact Distance

Overland Park, KS, January 16, 2013 – Bushnell Golf, makers of the #1 Laser Rangefinder on the PGA Tour for more than a decade, continues the trend of offering Tour preferred technology for every golfer with the unveiling of the new Tour v3. Bushnell's latest product introduces players to JOLT Technology, which allows golfers to feel their exact distance with each acquisition. The new technology, combined with new ergonomic design, will eliminate any doubt about yardages and offers the exact distance up to 1,000 yards.



“At Bushnell, we pioneered the laser rangefinder for golf and we continue to develop breakthrough technologies that revolutionize the Electronic Measuring Device market.” said Jordan Vermillion, Product Director at Bushnell. “The new Tour v3’s ergonomic design makes it unbelievably comfortable to hold, and will provide the golfer with extremely accurate distances to any object on the course.”

Continuing the trend of evolving precision through industry-leading technologies, Bushnell Golf is proud to introduce JOLT Technology in their new line of Tour v3 Laser Rangefinders. When the golfer aims the Tour v3 at the flag, JOLT Technology will provide short vibrating bursts to reinforce that Bushnell’s advanced PinSeeker technology has isolated the target and locked onto the flag. The vibrating bursts provided by

JOLT Technology will now eliminate any and all doubt and assure the golfer that they have the exact distance to the flag.

As with all Bushnell Laser Rangefinders, the Tour v3 provides instantaneous measurements in yards and meters with incredible accuracy to within inches of any target on the course. The Tour v3 boasts 5-1,000 yards ranging performance, including 300+ yards to the flag and is legal for tournament play (all Bushnell laser rangefinder models, except the Bushnell Pro 1M Slope Edition and Bushnell Tour v3 Slope Edition, are legal to use when USGA rule 14-3/.05 is in effect). The Tour v3 Slope Edition has the same features as the Tour v3, as well as the addition of Bushnell's PGA Tour trusted Slope Technology which provides compensated distances for elevation changes.

Product features include:

- PinSeeker with JOLT Technology to confirm the laser has zeroed in on the flag
- Accurate to within 1-yard
- 5 yards-1,000 yards ranging performance (300+ yards to a flag)
- 5x Magnification (objects appear 5x closer)
- New ergonomic design provides stable grip
- Posi-Thread™ Battery Door
- Weather-Proof Construction
- New Premium Carry Case and 3-Volt Battery are also included
- Industry leading 2-Year Warranty

The Tour v3 and Tour v3 Slope will both be available at Bushnell retailer's nationwide beginning in February. The retail price for the Tour v3 is \$299 and Tour v3 Slope is \$399.

In an effort to continue its support of the Folds of Honor Foundation, a 501(c)(3) charitable organization with a mission to empower deserving military families with educational support and opportunities, Bushnell will make two new Patriot Packs available in 2013 featuring the Tour v3 and Tour v3 Slope. A percentage of every 2013 sale of the Bushnell Patriot Pack will be provided to the foundation's fundraising efforts by. The all-new Patriot Packs come equipped with a Tour V3 (tournament or slope editions), limited edition Bushnell and Folds of Honor Foundation bag tag, new Bushnell



productive carrying case and exclusive Bushnell Golf and Folds of Honor Foundation branded golf tees at a manufacturer's suggested retail price (MSRP) of \$299 (Tour v3) and \$399 (Tour v3 Slope).

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 Tour v3 and Tour v3 Slope Edition, please go to www.bushnellgolfpr.com.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products. Headquartered in Overland Park, Kansas, the company sells its products worldwide under the [Bushnell®](#), [Butler Creek®](#), [Final Approach®](#), [Hoppe's®](#), [Millett®](#), [Night Optics](#), [Primos®](#), [Simmons®](#), [Stoney Point®](#), [Tasco®](#), [Uncle Mike's®](#), [Uncle Mike's Law Enforcement®](#), and the following eyewear brands: [Bollé®](#), [Cébé®](#) and [Serengeti®](#). For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-3426.

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