



For Immediate Release

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BUSHNELL GOLF INTRODUCES REVOLUTIONARY TOUR® Z6 LASER RANGEFINDER

Ultra-Compact, Vertically Configured Tour Z6 Offers New, Advanced Technologies for 2012

Overland Park, KS, January 17, 2012 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA Tour, today introduced its smallest, most technically advanced golf laser rangefinder – the Tour Z6. With its ultra-compact size and increased power, the Tour Z6 has been engineered with new Vivid Display Technology™ and E.S.P.™ technologies. The Tour Z6 offers optimal distance measuring performance with the look and feel of a fine precision instrument.



“At Bushnell, we continue to pride ourselves on offering advanced technologies to enhance our already industry-leading rangefinding products,” said Jordan Vermillion, Product Director at Bushnell. “It is so important for golfers to have precise measurements, and the all new Tour Z6 offers that and more. We’re excited to be able to provide consumers faster and the most accurate measurements to enhance their game. The Tour Z6 combines the technological advancements of Vivid Display Technology, E.S.P. and PinSeeker into the smallest golf laser rangefinder Bushnell has ever developed.”

The ultra-compact Tour Z6 is a vertically configured version of Bushnell’s industry-leading-line of laser rangefinders that introduces 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 readout information has also been increased, providing rapid, positive yardage acquisition in all lighting conditions. It is simply the best head’s up projection display on the market.

Also new to the Tour Z6 is E.S.P technology – Extreme. Speed. Precision. E.S.P. provides yardage faster and more accurately than ever before. Not only has the acquisition speed been increased to a

lightning fast level, E.S.P. provides ½ yard accuracy from 5-125 yards, and the distance is displayed to 1/10th of a yard. Having more accurate lasered distances enables the golfer to strategize and hit every approach shot with confidence.

As with all Bushnell rangefinders, the Tour Z6 provides instantaneous measurements in yards and meters with incredible accuracy to any target on the course. The Tour Z6 boasts 5-1,300 yards ranging performance, including 900 yards to trees and 450+ 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 V2 Slope Edition, are legal to use when USGA rule 14-3/.05 is in effect).

Product features include:

- PinSeeker Technology to zero in on the flag
- Up to ½ yard accuracy
- 5 yards-1,300 yards ranging performance (450+ yards to a flag)
- Vivid Display Technology (VDT) for all lighting conditions
- E.S.P. (Extreme. Speed. Precision.)
- 6x Magnification (objects appear 6x closer)
- Premium lens coatings for superb optical quality
- Adjustable diopter setting
- Rubber armored metal housing
- Posi-Thread™ Battery Door
- Waterproof (IPX7) and RainGuard HD lens coating
- 3-Volt Battery and Premium Carry Case are also included



The Tour Z6 will be available at Bushnell retailers nationwide beginning in April, with a retail price of \$399.

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 Z6, 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.