



For Immediate Release

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BUSHNELL GOLF INTRODUCES REVOLUTIONARY TOUR[®] Z6 JOLT LASER RANGEFINDER

***Ultra-Compact, Vertically Configured Tour Z6 JOLT Offers
New, Advanced Technologies for 2014***

Overland Park, KS, January 10, 2014 – 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 JOLT. With its ultra-compact size and increased power, the Tour Z6 JOLT has been engineered with new JOLT Technology and 2nd Generation E.S.P. (Extreme. Speed. Precision) technologies.



“At Bushnell, we continue to pride ourselves on offering advanced technologies to enhance our already industry-leading ranging products,” said Scott Peterson, Product Manager at Bushnell. “It is so important for golfers to get fast, precise yardages, and the Tour Z6 JOLT delivers this critical information to the golfer faster and more accurately than any other laser rangefinder.”

Continuing the trend of evolving precision through industry-leading technologies, Bushnell Golf is proud to introduce JOLT Technology in the new Tour Z6 JOLT. When the golfer aims the Tour Z6 JOLT 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 they have the exact distance to the flag.

Also new to the Tour Z6 JOLT is 2nd generation E.S.P (Extreme. Speed. Precision) Technology. 2nd Generation E.S.P. provides yardages five times faster and more accurately than ever before. Not only has the acquisition speed been increased to a lightning fast level, 2nd Generation 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 laser distances enables the golfer to strategize and hit every approach shot with confidence.

The ultra-compact Tour Z6 JOLT also features 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 and positive yardage acquisition in all lighting conditions. It is simply the best heads-up projection display on the market.

As with all Bushnell rangefinders, the Tour Z6 JOLT provides instantaneous measurements in yards and meters with incredible accuracy to any target on the course. The Tour Z6 JOLT boasts 5-1,300 yards ranging performance, including 450+ yards to the flag and is legal for tournament play (all Bushnell laser rangefinder models, except the Bushnell Pro X7 Slope and Bushnell Tour v3 Slope, are legal to use when USGA rule 14-3/.05 is in effect).

Product features include:

- PinSeeker with JOLT Technology
- Accurate to ½ Yard
- 5-1,300 yards ranging performance (450+ yards to a flag)
- Vivid Display Technology (VDT) for all lighting conditions
- 2nd Generation E.S.P. (Extreme. Speed. Precision.)
- 6x Magnification (objects appear 6 times closer)
- Premium lens coatings for superb optical quality
- Rubber armored metal housing
- Posi-Thread Battery Door
- Waterproof
- 3-Volt Battery and Premium Carry Case included



The Tour Z6 JOLT will be available at Bushnell retailers nationwide beginning in February, 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

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information about any of these brands or products, please contact the Public Relations Department at (913) 752-3426.

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