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News

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DISTANCE MADE SIMPLE: BUSHNELL INTRODUCES NEO+ GOLF GPS RANGEFINDER

*The Leader in Distance Measuring Devices Provides Golfer with Pre-Loaded
GPS Unit Loaded with New Features and Simple, Ready to Use Interface*

Overland Park, KS, October 12, 2010 – Bushnell Outdoor Products today released the Neo+, an affordable, easy-to-use Golf GPS rangefinder that provides golfers of all ages and abilities instant yardage readings to more than 16,000 pre-loaded U.S. golf courses. Available in October at a retail price of \$149, the Neo + represents the latest distance measuring innovation from Bushnell Golf.

Already established as the No. 1 laser rangefinder in golf, Bushnell projects massive acceptance and success for the easiest to use GPS unit on the market that is ready to be played right out-of-the box.

“We believe the Neo+ will enhance the golfing experience for the consumer that is looking for a simple interface that acquires accurate distance quickly and effortlessly,” said Phil Gyori, Executive Vice President of Marketing at Bushnell. “Unlike other GPS units on the market that can intimidate the consumer, the new Neo+ is ready to be played immediately following purchase yet doesn’t sacrifice technology.”

Key to the performance of the Neo+ is an improved technology that helps provide instant course recognition and an auto hole advance feature that enhances the golfer’s experience as the device automatically displays a map of the golf course and begins to interact with each hole. This great

feature means that the golfer does not have to push another button for the rest of the round. The Neo+ gives the consumer a quick and accurate read to the front, center and back of the green, with minimal interaction with the unit.

Other features of the Neo+ include:

- Shot distance calculator
- Easy-to-use interface, low button press
- Belt clip included
- Up to 16 hours of battery life
- One-year warranty
- rainproof



For more information on the complete lineup of Bushnell industry leading rangefinders, visit the company's website at www.bushnellgolfgps.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®, Tasco®, Serengeti®, Bollé®, Uncle Mike's Law Enforcement®, Stoney Point®, Hoppe's®, Butler Creek®, Cébé®, Uncle Mike's®, Final Approach®, Simmons® and Millett® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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