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News

For Immediate Release

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BUSHNELL GOLF SIGNS PGA ROOKIE SENSATION RICKIE FOWLER FOR 2011-12

*PGA Tour Rookie of the Year and Ryder Cup Participant is One of the Brightest
Stars in Professional Golf*

Overland Park, KS, December 10, 2010 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA Tour, announced today a two-year sponsorship agreement with PGA Tour rookie Rickie Fowler. Already regarded as one of the most dynamic players in professional golf in just his first full year on Tour, Fowler will highlight the full range of Bushnell Golf products in print and broadcast advertising worldwide.

“Rickie brings a unique excitement to the game of golf,” said Phil Gyori, Executive Vice President of Marketing for Bushnell. “In just his first full year on Tour, Rickie showcased his extraordinary abilities. After this highly successful rookie campaign, we look forward to working with Rickie and are thrilled that he puts his trust in Bushnell’s golf products.”

In addition to using Bushnell’s laser rangefinders during practice rounds while preparing for tournaments, Fowler will also represent Bushnell in various marketing, advertising and promotional efforts. Additionally, Fowler’s caddy Joe Skovron will wear the Bushnell Golf logo on his hat and sleeve during tournament play at all Tour stops.

“I am thrilled to be working closely with Bushnell Golf,” said Fowler. “It makes perfect sense to me to be associated with the makers of the most accurate rangefinders, especially since I trust Bushnell to prepare me for every tournament.”

Known for his passion for dirt bike riding and head to toe orange attire, Fowler enjoyed a stellar rookie season in which he earned \$2.85 million through very consistent play and was named the 2010 PGA Tour Rookie of the Year. He had two runner-up finishes and seven top 10s in 28 events. He was selected to play for the U.S. Ryder Cup team and finished as a runner-up at the 2010 Kodak Challenge.

Bushnell, the #1 choice of professional golfers, offers a full range of laser rangefinders, which continue to change and improve the way golfers assess distances, ultimately improving performance. For more than a decade, Bushnell laser rangefinders have been used by PGA Tour professionals more than any other distance measuring device, with 91% of PGA Tour players and their caddies reporting using Bushnell laser rangefinders, according to the Darrell Survey report taken at The Players Championship, May 6-9, at TPC Sawgrass.

For more information on the Bushnell family of laser rangefinders, visit the company's website at www.bushnellgolf.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® and Butler Creek® and Céb  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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