



9200 Cody • Overland Park, KS 66214-3259
Phone (913) 752-3400 • Fax (913) 752-6112

News

Date: For Immediate Release

Contact: Derek Schuman – Bushnell Outdoor Products
(913) 752-3426 / dschuman@bushnell.com

BUSHNELL INTRODUCES YARDAGE PRO XGC+ GOLF GPS RANGEFINDER

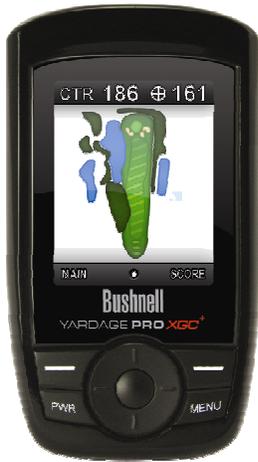
*Now Pre-Loaded with More than 16,000 U.S. & Canadian Golf Courses
Ready to Play Right out of the Box*

Overland Park, KS, October 5, 2010 – Bushnell Outdoor Products today unveiled the Yardage Pro XGC+, the most technologically advanced golf GPS rangefinder in company history. Pre-Loaded with more than 16,000 U.S. golf courses, a Multi-Level Aerial Map feature and unparalleled accuracy to the front, center and back of the green and priced at \$299.99, the new Yardage Pro XGC+ is positioned to challenge the competition both technologically and economically.

“Bushnell products are synonymous with world-class laser technology in outdoor sports and it is our objective to carry this same expertise and passion into the GPS market,” said Phil Gyori, Executive Vice President of Marketing at Bushnell. “We are very confident that the introduction of the Yardage Pro XGC+ will help solidify our ‘arrival’ and seriousness in the Golf GPS category. We also believe the validation will come when consumers experience the XGC+, a GPS rangefinder that we believe to be the best model in golf.”

What separates the new XGC+ from the original model is its ability to access more than 16,000 North American golf courses which have been pre-loaded onto the device allowing golfers to play with it right out of the box. Other features include an “Instant Course Recognition” and “Auto Hole Advance” feature, both of which underline the company’s golf category motto: Distance Made Simple. Both of

these features are designed to help simplify the playing experience for the consumer. When the golfer steps onto the golf course, the XGC+ will automatically find your course and will interact with each hole, also providing distance up to four custom points per hole.



The XGC+ has a high-resolution color screen that displays accurate distance information using full custom maps which provide distance to any point on the hole including hazards, bunkers and landing zones. Golfers can also accurately track their round using the XGC+ as it tabulates scoring, statistics and features a shot distance calculator. One other addition is the ability to map your own Driving Range.

Legal for tournament play, the XGC+ also has a one-year warranty and is rainproof.

For more information on the complete lineup of Bushnell industry leading 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®, 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.

###