

News

For Immediate Release

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BUSHNELL® REPORTS RECORD 2006 SALES NUMBERS FOR ITS FAMILY OF LASER RANGEFINDER PRODUCTS

Introduction of PinSeeker 1500 Tournament Edition Drives Unprecedented Success During 2006 Golf Season

Overland Park, KS, October 30, 2006 – Bushnell Outdoor Products today announced that its golf sales eclipsed record numbers in 2006. Bushnell, a privately held company, reported sales figures up 344% through the end of the third quarter over last year to date.

Company executives have pointed to the United States Golf Association's (USGA) rule change on January 1, as the primary driving force of the dramatic sales increase, in combination with the resulting introduction of the **PinSeeker 1500 Tournament Edition** (\$399), launched in January.

Immediately following the new rule 14-3/0.5 – stating that a committee may establish a Local Rule allowing players to use devices that measure distance – Bushnell responded with the introduction of the PinSeeker 1500 TE, the laser rangefinder that has taken the golf world by storm.

“We have created a product that benefits not only the best golfers in the world, but players of all skill levels,” said Jordan Vermillion, Bushnell Product Manager. “The PinSeeker has emerged as one of the hottest new products and the sales success to date certainly reinforces that.”

Sales have been especially strong in green-grass and off-course retail shops because of the PinSeeker's ability to be used right out-of-the-box, allowing it to be played at 100% of the courses around the world without the need for reflectors.

"While there may have been initial concern surrounding the legality of distance measuring devices, golfers now recognize the importance of using a laser rangefinder," said Steve Claude of Edwin Watts Golf. "Without a doubt, the most popular device that we carry is the Bushnell PinSeeker 1500."

According to the Darrell Survey, which is regarded as the golf industry's official equipment tracking authority, Bushnell products represent a cumulative 93% of devices on the PGA, LPGA and Champions Tour.

"My caddy uses the PinSeeker at every Champions Tour stop to update our yardage book and provide me with the most accurate yardages available anywhere we go," said three-time U.S. Open Champion Hale Irwin.

The PinSeeker is also finding its way into some of the most reputable collegiate golf programs in the nation. To date, several top tier collegiate golf programs rely on the PinSeeker for its unparalleled accuracy.

The golf program at the University of Kansas, which has established itself as one of the premiere programs in the nation with four NCAA Finals appearances in the last 10 years, has been one of the early adopters of Bushnell laser rangefinders.

"In all my years of playing and coaching, I have never seen a device as helpful as the Bushnell PinSeeker," said former PGA Tour player Ross Randall, who has been the Head Men's Golf Coach at the University of Kansas for 27 years. "With all of the different courses we play throughout the year, our kids can trust both PinSeeker models to provide the most accurate readings to any object on the course as well as that they have exact yardage to the pin."

Unlike other distance measuring devices, The PinSeeker will provide exact measurement to the flagstick, or any other visible target, +/- one yard. Other handheld devices only measure to the flagstick or a more general area of the green. This is because most other devices utilize either GPS technology, or need reflectors installed on specific courses in order to generate their measurements. The PinSeeker's pinpoint laser technology offers measurement of virtually any visible target.

For more information on the Bushnell family of laser rangefinders, visit the company's new 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®, Browning Sports Optics®, Tasco®, Serengeti®, Bolle®, Michaels®, Uncle Mike's®, Uncle Mike's Law Enforcement®, Stoney Point®, Hoppe's®, Blackwater Gear® and Butler Creek® brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-6105

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