

## News

### FOR IMMEDIATE RELEASE



### **BUSHNELL® REPORTS SECOND CONSECUTIVE YEAR WITH RECORD 25% INCREASE IN GOLF SALES THROUGH 2007** *Ongoing Success of the PinSeeker 1500 Series and Introduction of Medalist Rangefinder are Driving Force Behind Continued Success*

**Overland Park, KS, January 17, 2008** – Bushnell Outdoor Products, makers of the No. 1 laser rangefinders in golf, today announced that sales in 2007 have eclipsed its previous record sales numbers set in 2006 with a 25% increase in golf sales. The company attributes the dramatic sales growth to an increased acceptance by golfers resulting in continued success of the PinSeeker 1500 Series rangefinders, as well a strong first year for the Medalist rangefinder.

Since 2006's introduction of the PinSeeker 1500 Tournament and Slope Edition, sales have soared in green-grass and off-course retail shops. The Pinseeker 1500 Tournament Edition saw an incredible 27% increase in 2007, building on its strong sales success in 2006. Bushnell saw strong first year sales for the Medalist due to the fact that the Medalist reaches a whole new group of avid golfers. The Medalist rangefinder tallied the second highest sales numbers this year, followed by the Pinseeker 1500 Slope Edition.

“As more golfers make our products a standard piece of equipment during every golf round we are experiencing a powerful grass roots marketing phenomenon,” said Jason Seeman, National Golf Sales Manager at Bushnell. “If you experience the benefits of accurate yardage during one or two rounds, the need for distance on every shot becomes addicting. We believe that increased trial is really driving sales.”

What makes the Bushnell family of rangefinders so successful is the ease of use and the ability to be used right out-of-the-box and allowing it to be played at 100% of the courses around the world without the use of GPS downloads, prisms or reflectors. Bushnell laser rangefinders have changed the way golfers assess distances, ultimately improving performance. All three of these laser rangefinders combine pinpoint accuracy and consistency enabling the golfers to gauge distance to the flag easier than ever, within +/- one yard to the flag. 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.

It is for this reason that professional golfers and caddies prefer the Bushnell products when assessing distances and updating their yardage books during practice rounds. 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. The success on Tour has translated into huge sales numbers in green-grass and off-course retail shops.

The Medalist employs PinSeeker technology, but is more compact than the two Pinseeker 1500 models and is offered at \$299, while the PinSeeker Tournament Edition retails for \$399 and the PinSeeker Slope Edition goes for \$449. In response to strong consumer demand, Bushnell Outdoor Products has introduced a vertically configured version of its industry-leading-line of laser rangefinders called the Tour V2 for 2008. Offered at \$349, the hand-held distance measuring device features golf-grip touch points for enhanced feel and stability and is capable of ranging up to 300 yards to the flag stick without the need for reflectors. The Tour V2 is even more compact than the Medalist and incorporates the same "PinSeeker" technology that has made Bushnell products the #1 rangefinder on the PGA Tour and the category sales leader.

For more information on the Bushnell family of laser rangefinders, including the exciting new Tour V2, visit the company's new website at [www.bushnellgolf.com](http://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®, Stoney Point®, Hoppe's®, Blackwater Gear® and Butler Creek® and Kolpin brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-6105*

