

## News

**FOR IMMEDIATE RELEASE**

### **BUSHNELL® OUTDOOR PRODUCTS REPORTS 21% INCREASE IN GOLF SALES THROUGH MIDWAY POINT OF THIS YEAR**

*Ongoing Success of the PinSeeker 1500 Series and Introduction of  
Medalist Rangefinder are Driving Force Behind Dramatic Sales  
Achievement to Date*

**Overland Park, KS, July 30, 2007** – Bushnell Outdoor Products, the worldwide leader in sports optics, outdoor accessories and eyewear today announced that it has experienced a 21% increase in golf sales through the midway point of this year and is on pace to eclipse its record sales numbers set in 2006.

The dramatic sales growth can be attributed to the continuing success of the PinSeeker 1500 Series rangefinders, as well as its Medalist rangefinder which was introduced at the beginning of the year.

Since last year's introduction of the PinSeeker 1500 Tournament and Slope Edition, sales have soared in green-grass and off-course retail shops. Bushnell expects continued success as the Medalist reaches a whole new group of avid golfers.

“We expected sales of our rangefinders to soar when the USGA ruled in 2006 to allow distance measuring devices for tournament play and for posting handicap scores, however we are surprisingly pleased that the demand for our products has not lost momentum,” said Jason Seeman, Golf Sales Manager at Bushnell. “Having three different models that all cater to various types of golfers has made our vision of shattering last year's sales numbers a reality.”

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.

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.

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 success on Tour has translated into huge sales numbers in green-grass and off-course retail shops. Amidst the excitement of the newly released Medalist, the PinSeeker TE remains the top selling product as it is capable of ranging up to 400 yards to the flag and has the ability to provide exact measurement to not only the flagstick, but to virtually any visible target with +/- one yard accuracy.

In addition, The PinSeeker Tournament Edition was found in an independent study conducted by a Division I-A collegiate university to save golfers an average of 7 – 12 minutes per 18-hole round. Students who consistently used the PinSeeker 1500 TE also improved their scores on average two full strokes per 18-hole round.

The Medalist employs the same PinSeeker technology, but is more compact and is offered at \$299, while the PinSeeker Tournament Edition retails for \$399 and the PinSeeker Slope Edition goes for \$449.

For more information on the Bushnell family of laser rangefinders, including the exciting new Medalist, 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®, Browning Sports Optics®, Tasco®, Serengeti®, Bolle®, 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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