

## News

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### **RECENT DARRELL SURVEY REPORTS REINFORCE THE BUSHNELL CLAIM AS THE NO. 1 LASER RANGEFINDER IN GOLF**

**Overland Park, KS, July 17, 2008** – Bushnell laser rangefinders are the overwhelming product of choice for players on the PGA, LPGA and Champions Tour according to Darrell Survey, the golf industry’s official equipment tracking authority.

In three separate reports conducted this year, the Darrell Survey found that 90% of players on the PGA Tour, 92% of players on the LPGA Tour and 74% of players on the Champions Tour rely on Bushnell’s industry leading laser rangefinders.\*

“While the consumer demand for Bushnell rangefinders continues to grow both at retail and at the green grass level, tour usage provides the ultimate validation,” said Bushnell Tour Representative and former Arnold Palmer caddie Royce Nielson. “The data provided by the Darrell Survey reinforces our claim as the number one rangefinder in golf. We pride ourselves in knowing that players at the highest level rely on our products when preparing for tournaments.”

The most popular Bushnell rangefinder amongst tour pros is the PinSeeker 1500 Slope Edition. The PinSeeker 1500 is offered in two different models – slope and tournament edition. Both models employ PinSeeker Technology, a unique selective targeting mode, allowing the player to quickly and easily acquire distance to any object on the course without the need for reflectors and without accidentally acquiring background targets.

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For more information on the complete lineup of Bushnell's industry leading rangefinders, visit the company's website at [www.bushnellgolf.com](http://www.bushnellgolf.com).

\*= Darrell Survey report based on players who reported using an electronic measuring device: 90% at PGA's AT&T National, 92% at LPGA's McDonald's Championship and 74% at Champions Tour's FedEx Kinko's Classic.

*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<sup>®</sup>, Tasco<sup>®</sup>, Serengeti<sup>®</sup>, Bollé<sup>®</sup>, Uncle Mike's Law Enforcement<sup>®</sup>, Stoney Point<sup>®</sup>, Hoppe's<sup>®</sup>, Butler Creek<sup>®</sup>, Kolpin<sup>®</sup>, Final Approach<sup>®</sup>, Uncle Mike's<sup>®</sup> and Simmons<sup>®</sup> brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.*

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