

## News

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### **DECADE OF DOMINANCE CONTINUES AS DARRELL SURVEY REVEALS 87% OF PGA TOUR PRO'S UTILIZE BUSHNELL RANGEFINDERS**

**Overland Park, KS, June 18, 2009** – For over 10 years, the Bushnell family of Laser Rangefinders have been the choice of PGA Tour players and their caddies. The Darrell Survey, the golf industry's recognized authority on golf equipment usage for 70 years, conducted a study to determine the most widely used laser rangefinder on the PGA Tour. The survey was conducted at the Byron Nelson Championship on May 21-24 and showed:

As the result of the Bushnell commitment to innovation and excellence, an overwhelming 87% of PGA Tour pros use a Bushnell laser rangefinder. PGA Tour Pros use Bushnell laser rangefinders exclusively, 5 times more than the nearest competitor.

“More and more golfers continue to use Bushnell rangefinders, but 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 Pro 1600, which is offered in both a Slope and Tournament Edition. Both Pro 1600 models work without a locating reflector device and the unit can start obtaining accurate distances to any object right out of the box, with no downloads necessary.

The more sophisticated of the two rangefinders is the Pro 1600 Slope Edition, which features a built-in inclinometer to provide the golfer with a compensated distance based upon the degree of incline or decline. This means when you are aiming at an up-hill or down-hill target, the Pro 1600 with Slope +/- will adjust the yardage reading for the angle and distance to help golfers with accurate club selection.

Engineered for golfers who play competitively, the Pro 1600 Tournament Edition is legal for tournament play. Like the Slope Edition, the Pro 1600 TE is capable of ranging distances from five to 1,600 yards and it is accurate within +/- one yard.

Bushnell, the number one choice of professional golfers and caddies, offers a full range of laser rangefinders, which continue to change and improve the way golfers assess distances, ultimately improving performance.

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 a distance measuring device: 87% at Byron Nelson Championship.

*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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