

News

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UNIVERSITY RESEARCH STUDY SUPPORTS BUSHNELL® LASER RANGEFINDER'S ABILITY TO SPEED UP PLAY

Overland Park, KS, January 24, 2007 – Bushnell Outdoor Products, makers of the No. 1 Laser Rangefinder on the PGA TOUR, released results of a study conducted to determine whether its PinSeeker laser rangefinder was capable of increasing speed of play. Initial results from the study, conducted between June and December of 2006, reveal golfers can save an average of 7 – 12 minutes per 18-hole round when using a Bushnell laser rangefinder. Students who consistently used the PinSeeker Tournament Edition also improved their scores on average the equivalent of two full strokes per 18-hole round.

“The study’s initial findings are incredibly exciting and further validate our belief that rangefinders can speed up play while improving scores,” said Bushnell Vice President of Marketing Phil Gyori. “Studies such as this one are critical as we try to educate the industry about the beneficial role laser rangefinders can play in the game of golf. There are benefits to both players and to the courses they play.”

As part of the study, students played 70, nine-hole rounds of golf. Half of the rounds were played without a distance measuring device and the other half with a Bushnell PinSeeker. To ensure accuracy, students were directed to begin timing the play of each hole as soon as they began hitting their tee shots. This was done to eliminate the time spent waiting on the tee, drive time between holes and time spent at the turn.

“We are intrigued by the findings to date and are looking forward to continuing with the study in spring 2007,” said Curt Hudek, PGA who assisted with the study. “Overall, the students enjoy using the Bushnell rangefinder and are impressed with the product’s ability to shoot distances all over the course.”

During their rounds, students carried a spreadsheet and were asked to record the following data: date, course name, yardage, time of day, weather conditions, front nine/back nine, total time and score.

“As we head into our second year following the USGA’s ruling, we see growing demand for our products,” said Gyori. “We hope laser rangefinders will follow a similar path to acceptance that the metal driver, plastic spikes and solid core golf balls have experienced.”

Since the USGA decision to allow distance measuring devices for tournament play and for the posting of handicap scores, the PinSeeker 1500 TE, has revolutionized the way golfers assess distances on the golf course. Capable of ranging 1600 yards, the PinSeeker 1500 TE can also provide distance to carry hazards, distance to the bend in a dogleg, or distance to a bunker with a simple shoot and click. The PinSeeker 1500 TE does not require a locating device to be installed on the flagstick and is ready to start obtaining useful, accurate distances to any object right out of the box.

Data was created and collected by students within the Professional Golf Management Program at Arizona State University.

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®, 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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