

## News

For Immediate Release

**Contact:** Jen Messelt – Bushnell Outdoor Products  
(800) 423-3537 / [jmesselt@bushnell.com](mailto:jmesselt@bushnell.com)

Charley Fitzwilliam- UMA, Inc.  
(562) 546-6007 / [cfitzwilliam@umainc.net](mailto:cfitzwilliam@umainc.net)

### **BUSHNELL® BECOMES EXCLUSIVE ELECTRONIC MEASURING DEVICE OF PATRIOT GOLF DAY/FOLDS OF HONOR**

*Percentage of Every Rangefinder Sold to Support Families of Fallen and Wounded Soldiers*



Overland Park, KS, January, 2010 –Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA Tour, today announced that Bushnell is the exclusive electronic measuring device of Patriot Golf Day, the Folds of Honor Foundation along with the Patriot Golf Course. Bushnell is supporting the foundation’s fundraising efforts by providing a percentage of every 2010 sale of their Tour V2 Patriot Pack to the Folds of Honor Foundation.



Bushnell is introducing the Tour V2 Patriot Pack which comes equipped with a Tour V2, Skinz with a Patriot Golf Day symbol on one side, and red, white and blue stars and stripes on the other, extra battery and premium carrying case for \$299. For every Tour V2 Patriot Pack ordered during the 2010 PGA Merchandise Show, an even higher percentage will be donated to the foundation. Bushnell will also provide 20 complimentary

Tour V2 Patriot Packs to be sold in the Patriot Golf Course pro shop with all proceeds supporting the foundation.

-More-

The Tour V2 incorporates the same “PinSeeker” technology that has made Bushnell products the #1 rangefinder on the PGA Tour. It is available in *Tournament* and *Slope* Editions, features golf-grip touch points for enhanced feel and stability, and is capable of ranging up to 300 yards to the flag stick with incredible +/- one yard accuracy.

Patriot Golf Day is a joint initiative of The PGA of America and the United States Golf Association that encourages golfers across the country to add \$1 or more to their greens fees over the Labor Day weekend. Sparked by the vision and dedication of PGA Golf Professional Dan Rooney, an F-16 fighter pilot in the 125th Fighter Squadron of the Oklahoma Air National Guard, Patriot Golf Day has raised \$5.1 million during its first three years.

The Folds of Honor Foundation (FHF), the beneficiary of Patriot Golf Day, provides post-secondary educational scholarships to the spouses and children of service members disabled or killed as a result of their military service to our great nation. FHF was founded in 2007 by Rooney, also a golf course owner, PGA Professional and USGA member. Rooney has served three combat tours in Iraq. After returning from his second tour, Major Rooney was inspired to create FHF to empower deserving military families with educational support and opportunities by offering unique scholarships which can be applied to schooling now or held by FHF on behalf of young children until needed at the time of enrollment in a post-secondary educational institution. To date, 862 scholarships have been awarded by FHF.

"We have lost more than 4,000 soldiers and Patriot Golf Day is a way for patriotic Americans to assist families of military personnel who have given the ultimate sacrifice for our freedom," said Rooney, who returned from his third tour in Iraq in 2008. "Bushnell Golf's support of Patriot Golf Day has added a critical fundraising component that is going to allow us to reach more families with scholarships and other forms of support."

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.

-More-

For more information on the Bushnell family of laser rangefinders, visit the company's 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®, Millett®, Stoney Point®, Hoppe's®, Uncle Mike's®, Simmons® and Butler Creek® and Cébé brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-6105*

**-End-**