

## News

**For Immediate Release**

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### **BUSHNELL® PINSEEKER 1500 TOURNAMENT EDITION RECEIVES “SEAL OF APPROVAL” FROM THE PGA TOUR PARTNER’S CLUB**

***No. 1 Laser Rangefinder on Tour Receives 100%  
Overall Approval Rating***

**Overland Park, KS – DATE** – Bushnell Outdoor Products today announced that its industry-leading PinSeeker 1500 Tournament Edition laser rangefinder received the “Partner’s Club Member Tested & Recommended Seal of Approval” from the *PGA Tour Partners Magazine* with an overwhelming 100 percent overall approval rating.



The PinSeeker model, which is the most used rangefinder on the PGA, Champions and LPGA Tours was reviewed by a select group of PGA Club Members and earned perfect scores in the “game improvement,” “distance,” “accuracy” and “effectiveness” categories.

“We have a lot of respect for the PGA Club Member Testing program and we are extremely proud to have earned such high marks for the PinSeeker 1500 TE,” said Bushnell product manager for laser rangefinders Jordan Vermillion. “While our rangefinders are heavily used across all professional Tours, consumer tests such as these provide tremendous validation for the product and its ability to shoot distances accurately and efficiently without the need for reflectors.”

The PGA Club Members consisted of a group of golfers ages 18-50, who have a handicap ranging from 0-20 and play 25-55 rounds per year. Following four months of testing the PinSeeker 1500 TE, each member was asked to provide a summary of feedback. Testers praised the remarkable accuracy as the best feature on the PinSeeker 1500 TE.

“It is like having a 15<sup>th</sup> club in your golf bag,” said club member Eugene Merritt. “Even in low-light conditions, the PinSeeker 1500 actually performs better than the GPS system installed in the golf carts.”

“It took the guesswork out of distance figures which shaved strokes by allowing proper club selection,” added club member Eddie Myers.

The PinSeeker 1500 TE model is designed to provide exact measurement to the flagstick, or to virtually any other visible target with +/- one yard accuracy. 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.

According to the Darrell Survey, which is regarded as the golf industry’s official equipment tracking authority, Bushnell’s PinSeeker 1500 is the No. 1 laser rangefinder on the PGA Tour.

Earlier this year, Bushnell introduced the Medalist, a smaller rangefinder equipped with PinSeeker technology accurate to 1,000 yards and available at a lower price point enabling a broader range of golfers to enjoy the benefits of Bushnell technology.

For more information on the Bushnell family of laser rangefinders, 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®, Michaels®, Uncle Mike’s®, 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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