

News

For Immediate Release

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BUSHNELL® PINSEEKER 1500 TOURNAMENT EDITION RECEIVES A GOLFING MAGAZINE 2006 “PLAYER’S CHOICE” AWARD

Overland Park, KS, November 3, 2006 – Bushnell Outdoor Products today announced that its industry leading PinSeeker 1500 Tournament Edition laser rangefinder received the *Golfing Magazine* 2006 “Player’s Choice” award after a test panel concluded the device to be among the top three distance measuring devices with an overall 8.2 reader rating.

The test panel, made up of a select group of PGA professionals and amateur golfers determined the PinSeeker to be at the head of its class based on performance in several categories including ease of use, accuracy, pace of play, and portability. Other laser rangefinders tested in the “Hands On” play testing, included the Nikon Laser 800 LaserCaddy and Laser Link.

“To receive the feedback that we did and to win this award over other leading competitors, further validates our technology and overall objective to create the best electronic measuring device for golf,” said Bushnell Product Manager Jordan Vermillion. “We hope the findings in this test are an indication that golfers alike find our product to be the most beneficial to their games.”

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To date, Bushnell rangefinders have already made an impact on the golf industry.

According to the Darrell Survey, which is regarded as the golf industry's official equipment tracking authority, Bushnell products represent a cumulative 93% of devices on the PGA, LPGA and Champions Tour.

Unlike other distance measuring devices, The PinSeeker will provide exact measurement to the flagstick, or any other visible target, +/- one yard. 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. The PinSeeker's pinpoint laser technology offers measurement of virtually any visible target.

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®, 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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