

News

For Immediate Release

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BUSHNELL® TOUR V2 LASER RANGEFINDER RECEIVES “SEAL OF APPROVAL” FROM THE PGA TOUR PARTNER’S CLUB

Players with Varying Degrees of Handicaps Give Tour V2 100% Overall Approval Rating; Second Time Bushnell Has Received Perfect Approval Score

Overland Park, KS – 9/3/08 –For the second time, one of Bushnell’s industry-leading laser rangefinders – the Tour V2 – 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 award was announced in the September issue of the *PGA Tour Partners Magazine* after a test panel of avid golfers issued high marks for the device’s accuracy and ease of use.



According to a panel of avid golfers ages 18-50, who have a handicap ranging from 0-20 and play 25-55 rounds per year, the Tour V2 received a 9.5 out of 10 rating and was praised for its accuracy to targets. Members were given four months to test the Tour V2 rangefinder and were asked to grade its performance.

“Bushnell maintains the utmost confidence in the superiority of its products and the legitimate value they bring to the game, but nothing could be any more rewarding than this positive reinforcement from the avid golfers for whom our products are developed,” said Bushnell senior product manager for laser rangefinders Jordan Vermillion. “As more competitors follow our lead into the marketplace, this type of validation from within the market itself, is extremely valuable.”

Testers praised the unit’s accuracy and called it the best feature of the Tour V2.

“The Tour V2 was excellent for determining exact distance to the flag, especially on “blind greens” where all you see is a portion of the stick,” said PGA Tour Partners member Brian Tomlinson. “It was also a valuable tool when determining when to hit half shots with wedges and short irons.”

“The Bushnell Tour V2 is the perfect tool that golfers of all levels can use to help in club and shot decision making,” said club member Bobby Tutor.

“The Tour V2 is a must have for any golfer,” added club member Stan Godlewski.

What separates the Tour V2 from other distance measuring devices is its instantaneous measurements in yards and meters with incredible +/- one yard accuracy. Introduced at the PGA Show, the Tour V2 is capable of ranging up to 300 yards to the flag stick without the need for reflectors. Its golf-grip touch points provide the golfer with enhanced feel and stability. The hand-held device also incorporates the same “PinSeeker” technology that has made Bushnell products the #1 rangefinder on the PGA Tour and the category sales leader. In PinSeeker mode, the rangefinder locks in on the flagstick, minimizing inaccurate readings.

In a test conducted last season, the Bushnell PinSeeker Tournament Edition was also given the esteemed Seal of Approval award for its overall performance.

For more information on the Bushnell family of laser rangefinders, including the Tour V2, visit the company’s 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®, Tasco®, Serengeti®, Bollé®, Uncle Mike’s Law Enforcement®, Stoney Point®, Hoppe’s®, Butler Creek®, Kolpin®, Final Approach®, Uncle Mike’s® and Simmons® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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