

## News

### For Immediate Release

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## **BUSHNELL<sup>®</sup> RESPONDS TO USGA & R&A ANNOUNCEMENT REGARDING LASER RANGEFINDERS**

### *Landmark Decision Validates Technology's Positive Impact on the Game*

Overland Park, KS – Today, following the United States Golf Association (USGA) and the Royal and Ancient Golf Club's (R&A) announcement to permit a committee to permit the use of distance - measuring devices by local rule, Bushnell President and CEO Joe Messner issued the following statement:

“We're obviously pleased that the USGA and R&A have announced new interpretations of the Rules of Golf. Their wisdom to allow committees to decide if distance-measuring devices should be permitted by local rule shows an awareness and acceptance of technology's role in improving the game. Measuring distance with a laser rangefinder device is inherently no different than pacing off yardage from a sprinkler head or consulting a yardage book and provides greater accuracy in less time. Now that distance-measuring devices will be allowed, we expect a significant change in the way golf is played, particularly in terms of pace of play. Through modern technology, golfers will now obtain exact yardages instantaneously, reducing indecision and the amount of time needed to prepare for their next shot.”

(page 2 Bushnell Responds to USGA and R&A)

Bushnell laser rangefinders have changed the way golfers assess distances, ultimately improving performance. Bushnell, the number one choice of professional golfers and caddies, offers a full range of laser rangefinders. The new Bushnell PinSeeker was specifically designed for golf and with its unique selective targeting mode, locating the flag has never been easier. The Bushnell PinSeeker 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 does not require a locating beacon to be installed on the flagstick and is ready to start obtaining useful, accurate distances to any object right out of the box.

*Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. The Company focuses on providing products that enhance consumer's outdoor experience including sports optics, outdoor accessories, and premium eyewear. Bushnell Outdoor Products sells its products worldwide under the Bushnell<sup>®</sup>, Tasco<sup>®</sup>, Serengeti<sup>®</sup>, Bolle<sup>®</sup>, Uncle Mike's<sup>®</sup>, Stoney Point<sup>®</sup>, Hoppe's<sup>®</sup>, Blackwater Gear<sup>®</sup> and Butler Creek<sup>®</sup> brand names.*

**For information about any of these brands or products, please contact Laura Olinger – Public Relations Manager at (913) 752-6105 / lolinger@bushnell.com**

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