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PRESS RELEASE

IGOLF EXPANDS PARTNERSHIP WITH BUSHNELL OUTDOOR PRODUCTS

SAN DIEGO, January 23, 2009 – iGolf, a division of L1 Technologies, continues to break barriers in the GPS industry, and today is proud to announce an expansion of its partnership with Bushnell Outdoor Products.

In December, iGolf announced two new additions to its golf GPS product line. These innovative products utilize today’s most advanced GPS technology to provide critical information necessary for golfers of all abilities to improve their games.

This month, Bushnell Outdoor Products, the leading manufacturer of electronic measuring devices on the PGA Tour, is excited to announce that it will expand its partnership with iGolf in order to provide the most comprehensive line of GPS products in the golf market. In 2008, Bushnell released the Yardage Pro, their first handheld golf GPS device. The Yardage Pro is “Powered by iGolf”, allowing users access to the largest and most accurate GPS course database in the industry at iGolf.com.

For 2009, under the expanded partnership, Bushnell has acquired the rights to iGolf’s line of handheld golf GPS devices. The popular iGolf Neo handheld GPS will be re-branded and marketed under the Bushnell brand name. Two new premium devices will be launched as the Bushnell Yardage Pro XG and XGC.

The Yardage Pro XG features a high-contrast LCD screen, stores up to 20 GPS course files and has custom maps which provide the distance to any point on the green. Additionally, the unit allows golfers to keep score and track their statistics. The Yardage Pro XGC utilizes custom color maps which provide distances to any point on the hole, including landing areas, hazards, and greens. The compact lightweight design of both units allows golfers to slip either device comfortably into their pocket or golf bag. Both units are equipped with the latest advancements in GPS technology, including Sirf Star III GPS receivers and long life rechargeable lithium ion batteries.

Like the Bushnell Yardage Pro, each of the new devices will be “Powered by iGolf”, providing users with access to iGolf’s cutting edge GPS technology solutions. With a membership to iGolf.com, users can download pre-mapped course data and information from a database of over 20,000 courses for storage on their computers and Bushnell GPS devices. iGolf’s technical expertise and dedication to course mapping ensures that all golfers purchasing Bushnell GPS devices can be confident in receiving the most accurate and up-to-date GPS technology and course files in the golfing industry.

L1 Technologies, the parent company of iGolf, and Bushnell Outdoor Products are pleased to expand a successful partnership which will continue to provide consumers with access to state-of-the-art GPS products at affordable prices. iGolf’s technical expertise, coupled with Bushnell’s brand equity and distribution strength, make this a perfect alliance between two industry leaders.

About iGolf

Pioneering the consumer golf GPS market, iGolf, operated by L1 Technologies, has become a brand uniquely focused on providing technological advances in software, hardware and GPS content for the golfing sector. With a strong global presence, iGolf continually strives to offer innovative and affordable mobile and web-based solutions for golfers around the world with products and services being used in over 20 countries.

As host to the world's largest GPS enabled golf course database, iGolf.com is the backbone supporting both “iGolf” and “Powered by iGolf” partner products. Additional features such as the iGolf Handicap Tracker, the latest golf headlines, equipment, travel, gadget and course reviews make iGolf.com the chosen destination site for golfers of all interests. iGolf.com provides the golfing community many of these valuable services at no cost while maintaining some paid premium services.

About Bushnell

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®, Uncle Mike’s®, Millett®, Hoppe’s®, Butler Creek®, Kolpin®, Final Approach® 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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