



NEWS

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Contact: Jen Messelt – Bushnell Outdoor Products
(913) 752-6105 / jmesselt@bushnell.com

Chris Tofalli – for MidOcean Partners
(914) 834-4334

Bushnell to Acquire Ultroptic S.A.

Overland Park, KS - 10/15/08 — MidOcean Partners, a leading middle market private equity firm, and Bushnell Outdoor Products, the worldwide leader in sports optics, premium eyewear, and outdoor accessories for over 60 years, announced today that Bushnell signed a definitive agreement to acquire Ultroptic-S.A of Barcelona, Spain via the Bushnell wholly-owned subsidiary Bushnell Outdoor Products SAS. Ultroptics is currently a Bushnell distributor and handles the full line of Bollé and Serengeti eyewear. The terms of the purchase agreement were not disclosed.

Olivier Ciaravino, Vice President and Managing Director of Bushnell Outdoor Products SAS, said, “Ultroptics has done an excellent job of establishing Bollé and Serengeti product lines through their own efforts in Spain. As a wholly-owned subsidiary of Bushnell, they will have even greater resources and capabilities to market, promote and expand these product lines.”

David Basto, a Managing Director at MidOcean Partners, stated, “Our Bushnell European subsidiary has enjoyed steady growth in sales and market share and we plan to continue investing in that region to further support their efforts. The acquisition of Ultropic will strengthen our sales, marketing and distribution in that market and result in better overall customer service.”

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Under MidOcean Partners, Bushnell has expanded its family of brands. In recent months, the company has acquired Simmons Optics and Millett Industries as part of its stated goal of growth through acquisition.

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[®], Uncle Mike's[®], Millett[®], Simmons[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

MidOcean Partners is a premier private equity firm focused on the middle market. MidOcean is committed to investing in high quality companies with stable market positions and multiple opportunities for growth. MidOcean utilizes a broad foundation of expertise in its focus industries and its transatlantic platform to create value for its investors and partners. For more information about MidOcean Partners, please visit www.midoceanpartners.com.

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