



NEWS

MidOcean Partners and Management Announce Acquisition Of Bushnell Outdoor Products, Inc. from Wind Point Partners

New York, NY, July 19, 2007 - MidOcean Partners ("MidOcean"), a private equity firm with offices in New York and London, announced today that, in combination with the company's senior management team, it has signed a definitive agreement to acquire Bushnell Outdoor Products, an industry leader in sports optics, premium eyewear, and outdoor accessories for over 50 years, from Wind Point Partners. Bushnell's senior management team will continue in its role and have a significant ownership stake in the company.

Founded in 1948, Bushnell Outdoor Products today has grown to include 11 brands and 15 of the most highly recognized product lines in the optical and outdoor products industries, including such well known brands as Bushnell, Tasco, Bollé, and Serengeti as well as other quality outdoor accessory brands, including Hoppe gun cleaning solvents. The company's growing line of Outdoor Technology products such as laser rangefinders and handheld GPS devices has accelerated growth in recent years. With its emphasis on innovation, emerging technologies and performance innovation, Bushnell Outdoor Products has developed a reputation for developing and marketing the highest quality products, which seek to enhance the experience of outdoor and sports enthusiasts.

"Bushnell fits squarely within our investment philosophy of investing in leading, high-quality consumer brands and complements our existing portfolio of branded consumer product companies," said Rob Sharp, a managing director at MidOcean. "We are very excited to partner with Joe Messner and the Bushnell management team to continue its focus on providing cutting edge products to the outdoor enthusiast, and we look forward to expanding its reach as we develop new products and leverage the company's existing technologies to enter new markets."

—More—

Joe Messner, who has been president and CEO of Bushnell since 1999 and will continue in that role, said, “We have valued our relationship with Wind Point and their unwavering support in helping us execute our strategy. Bushnell has maintained its focus and its passion for providing cutting edge products to the outdoor enthusiast. We have always emphasized innovation and sought out ways to leverage our products and technologies to reach our core customer in their different outdoor pursuits. We are excited to work with the MidOcean team to continue to build upon this focus and expand our business.”

Salam Chaudhary, principal of Wind Point, said, “Bushnell has been an excellent investment for Wind Point. Joe has done a terrific job of executing on the value creation plan we developed when we partnered together to acquire Bushnell, including closing four add-on acquisitions and reinvigorating Bushnell’s new product development efforts. I am confident that Joe and his team will continue to deliver superior performance.”

GE Antares Capital provided committed financing for the transaction. Kirkland & Ellis LLP served as legal counsel to MidOcean Partners and Reed Smith provided legal counsel to Bushnell and Wind Point Partners.

About Bushnell Outdoor Products

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®, Blackwater Gear®, and Butler Creek® brand names. Additional information about Bushnell is available at www.bushnell.com.

About MidOcean Partners

MidOcean Partners is a premier private equity firm focused on the middle market. Based in New York and London, MidOcean is committed to investing in high quality companies with stable market positions and multiple opportunities for growth in the United States and Europe. Targeted sectors include consumer and leisure, media and communications, business and financial services and industrials. MidOcean utilizes a broad foundation of expertise in its focus industries and its transatlantic platform to create value for its investors and partners.

About WindPoint Partners

Wind Point Partners® is a private equity investment firm with \$2 billion in capital under management. Wind Point focuses on partnering with top caliber executives to acquire solid middle market businesses with a clear path to value creation. Additional information about Wind Point is available at www.wppartners.com.

#