



NEWS

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Bushnell Promotes Lipham To President and Names Director As Chairman

Overland Park, KS - [10/22/08] — MidOcean Partners, a leading middle market private equity fund, and Bushnell Outdoor Products, the worldwide leader in sports optics, premium eyewear, and outdoor accessories for over 60 years, announced today that Blake Lipham has been named President, in addition to his current role as Chief Financial Officer. The Board also named current Director Robert L. Caulk to the role of Chairman, where he will serve as a key adviser to Lipham and the other Bushnell senior corporate officers; Phil Gyori (EVP -- Marketing), Mark Welch (EVP -- Sales), Mark Porto (EVP -- Operations), Olivier Ciaravino (VP -- Managing Director, BOP Europe), John Sanchez (VP -- Strategic Sourcing) and Teresa Schroeder (Corporate Controller).

Lipham joined Bushnell in 2007 as Chief Financial Officer and during his time has strengthened the administrative functions of the company as well as identified and executed strategic add-on acquisitions, including the recent additions of Simmons® Outdoor Corporation and Millett® Industries. Prior to joining Bushnell, Lipham spent three years as the Chief Operating Officer/Chief Financial Officer of Union Corrugating Company and five years as the CFO of Home Depot Installed Products. Previously, he held a number of financial and operational management positions at The Procter & Gamble Company and The Home Depot.

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In addition to serving on the Bushnell Board, Caulk has built a distinguished management career for more than 30 years. From 1999 through 2005 he served as Chairman and CEO of United Industries Corporation, a \$1 billion private equity-backed consumer products company. He has also held senior executive positions at Clopay Building Products Company, Johnson Outdoors, and S.C. Johnson & Son, Inc. Caulk also serves as a director of several corporate and non-profit boards including Polaris Industries, Sligh Furniture Company and the St. Louis Academy of Science.

“I am excited about the opportunity to expand my leadership role at Bushnell, a tremendous company with a strong legacy of historic performance and exceptional potential for global growth,” said Lipham. “In addition to our well-known brands and tremendous portfolio of consumer products for the outdoor enthusiast, we have an outstanding group of employees worldwide who are truly focused on delivering the best possible service and products to our customers and consumers, alike. I am proud to be a part of this organization, and look forward to working with our executive team and MidOcean to lead this company into our next phase of growth.”

“The Bushnell senior management team has demonstrated great leadership throughout this transition and we are very excited to promote from within and expand Blake’s management responsibilities,” said Rob Sharp, Managing Director of MidOcean Partners. “It is also fantastic to have someone of Bob’s caliber in the role of Chairman and we look forward to his contributions to the business going forward.”

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.