



NEWS

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Michael Callahan Joins Bushnell Board of Directors

Overland Park, KS - 11/4/08 — MidOcean Partners, a leading middle market private equity fund, and Bushnell Outdoor Products, the worldwide leader in sports optics, premium eyewear, and outdoor accessories, announced today that Michael Callahan has joined the Bushnell Board of Directors. As an outside director, Callahan brings over 33 years of experience in the sporting goods industry.

For the past 18 years, Callahan served in several senior management positions at Cabela's in Sidney, Neb., and was instrumental in the company's growth and retail expansion. Most recently he was Senior Vice President of Business Development and International Operations with responsibility for mergers, acquisitions and governmental affairs. He was also Senior Vice President Retail Operations and Marketing with complete P&L responsibility for Cabela's entire retail chain. He also held positions as Director of Merchandising - Hard Lines, Manager of Specialty Catalogs and Product Manager for Outerwear.

Callahan is also active within the sporting goods industry having served as Board Chairman for the Congressional Sportsmen's Foundation; Vice Chair of the Outdoor Business Council of the US Sportsman's Alliance; and Advisory Board Member of the Outdoor Channel. He attended Brigham Young University and lives in Layton, Utah.

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Blake Lipham, President of Bushnell, said, “As our company grows and expands into new market segments, the insight and experience of our Board of Directors plays an increasingly important role. Our team at Bushnell has known and respected Mike for quite some time. His background and experience in retail, and the sporting goods industry, brings a new dimension to the Board and we value his input.”

“Mike is a strong addition to our already talented Board and we are very happy that he has agreed to join the Bushnell board,” said David Basto, Managing Director at MidOcean Partners. “As one of the top leaders of Cabela’s for many years, he brings additional significant industry expertise and deep relationships to our group of outside directors.”

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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