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## NEWS

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### **Bushnell and Carl Zeiss Enter Into An Agreement On Hydrophobic Coatings**

**Overland Park, KS - 9/2/08** — Bushnell Outdoor Products, Inc., a worldwide leader in sports optics and outdoor accessories, announced today that it has granted Carl Zeiss a non-exclusive license for U.S. Patent numbers 6,906,862, 6,816,310 and 6,542,302, known under the name “RainGuard”. Carl Zeiss, a global leader in the optical industry, has also independently developed profound know-how and innovation strength in regard to the technology and physics of hydrophobic coatings.

RainGuard is permanent, hydrophobic (water-repellant) lens coating that prevents fogging by causing condensation from rain, sleet, snow or even your breath to bead up into much smaller droplets than on standard coatings. Smaller droplets scatter less light which results in a clearer, brighter view. The coating is available on Bushnell binoculars, riflescopes, spotting scopes and other premium optics.

“We are very satisfied about this agreement with Bushnell, an American market leader in its field of business; this cooperation will prove beneficial to the respective customers of both companies,” said Dr. Manfred Klingel, President of Carl Zeiss Sports Optics.

Specific terms of the agreement were not disclosed.

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“The RainGuard hydrophobic coating from Bushnell provides a distinct advantage to shooters, hunters and outdoor enthusiasts in the field,” said Phil Gyori, Vice President of Marketing of Bushnell Outdoor Products. “We are very excited to enter into this agreement with such an innovative and well known company like Zeiss in the field of hydrophobic coatings, and will aggressively enforce our patent rights and ownership of this exclusive technology,” added Gyori.

*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<sup>®</sup>, Tasco<sup>®</sup>, Serengeti<sup>®</sup>, Bollé<sup>®</sup>, Uncle Mike’s Law Enforcement<sup>®</sup>, Stoney Point<sup>®</sup>, Hoppe’s<sup>®</sup>, Butler Creek<sup>®</sup>, Kolpin<sup>®</sup>, Uncle Mike’s<sup>®</sup>, Simmons<sup>®</sup> and Final Approach<sup>®</sup> brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.*

*Carl Zeiss is a leading international group of companies operating worldwide in the optical and opto-electronic industry. Carl Zeiss AG is headquartered in Oberkochen, Germany. Its business groups serve the strategic markets of medical and research solutions, industrial solutions und lifestyle products. They offer products and services for biomedical research and medical technology, as well as system solutions for the semiconductor, automotive and mechanical engineering industries. Planetariums and high-quality consumer goods such as camera lenses and binoculars carry the ZEISS name to millions of people around the world. Further information is available at [www.zeiss.de/en](http://www.zeiss.de/en).*

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