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NEWS

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New Ski FX Weather Station Provides Real-Time Weather Data for Over 300 Mountain Resorts

Overland Park, KS — No matter what your favorite winter sport might be, it's easy to get instant weather data and snow conditions for over 300 mountain resorts in the United States with the new Ski FX 7-day weather forecaster from Bushnell Outdoor Products.

The new Ski FX provides real-time weather data from AccuWeather.com, the world's weather authority. AccuWeather.com broadcasts current and forecasted weather information plus surface conditions, new snowfall and total base accumulation, open lift and trail reports, wind chill, and UV Index alerts around the clock directly to the Ski FX device. The Ski FX collects the data wirelessly and displays the information on a large, easy-to-read 6" x 4" screen.

The Ski FX weather station is easy to set up. There are no wires, external sensors or subscriptions to worry about. It is compact and portable and powered by four AA batteries. Take it along a ski vacation and have your own private weather forecaster or use it to help plan your trip in advance.

Users can select and store up to five of their favorite ski destinations and then toggle between the resorts to see current and forecasted snow and weather conditions. Or select your favorite region in the country to scroll through those specific mountain resorts. With the touch of a button, it's easy to see how many lifts and trails are open, what the high and low temperatures will be for that day and the next six days, or how the current temperature really feels outside with wind chill factored in. The Ski FX can also be used during summer months to check mountain weather conditions to help plan hiking, camping and other outdoor activities.

The Ski FX weather stations will be available at Bushnell dealers nationwide in 2009. Suggested retail is \$129.99.

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Specifications:

Model	Forecast Range	Weight. (oz)	Size (Inches)	Suggested Retail
Ski FX	7 Days	10.8	7.3 x 4.25 x 2.75	\$129.99

For more information on Bushnell Products visit www.bushnell.com or call 800-423-3537 for consumer inquiries.

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.

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