



January 15, 2004

- Dunlop Signs John Daly
- Dunlop Putters
- Maxfli Golf Ball



- Dunlop Signs John Daly

Dunlop Golf just announced the signing of **John Daly** to endorse and play their line of golf equipment. It has been years since Dunlop had a major presence on the PGA Tour and hopes to that by signing the two-time major winner they can get back to their glory days when they were a mainstay in the professional ranks. It is reported that Daly will play just about an entire Dunlop bag including Loco driver, Loco brand golf ball, new Redneck putters, irons, and wedges.



- Dunlop Redneck Putters

Dunlop Golf recently introduced its new **Redneck Putters**. The putters feature a red anodized aluminum milled hosel (i.e., neck) giving them a unique appearance and their name. The ultra lightweight aluminum hosel helps keep the weight more evenly distributed throughout the putter, positioning the sweet spot in the center of the face. Standard putters with heavier hosels tend to be “heel-weighted” causing pushed or pulled putts on all but the best strokes. The putters are also finished with a platinum champagne plate that adds to their distinctive looks. The red hosel also softens the impact of the stroke on the ball resulting in increased feel. The putter head is 100% CNC milled from a forged block of 8620 soft carbon steel. The Redneck Putters are available in seven different models: Lurch, Airhead, Bubba, Kelsey, Wilbur, Breda and Doublewide. Each Redneck Putter comes with a bright red premium Winn grip as well. Suggested retail price is \$129 each.



**The Pro Shop with Gary Mayes
(continued)**

January 15, 2004

- Maxfli Revolution EXT Golf Ball

Maxfli Golf brings back a popular name to their golf ball lineup with the introduction of the **Revolution EXT** golf ball. The two-piece design ball is targeted toward golfers looking for distance with enhanced feel and spin. The Revolution EXT features a high-velocity core for maximum distance and a soft ionomer cover for the ultimate in control and feel. The ball's 442 dimple pattern provides a high trajectory and maximum carry. Suggested Retail Price is set at about \$25 per dozen.



- In the Bag – Mercedes Championship

"Drive for Show, Putt for Dough"

Winner – Stuart Appleby

Driver – TaylorMade R500 Series

Putter – Yes! Golf Tracy II C-Groove

Golf Ball – Precept U-Tri Tour

Next Week ... **New Products & PGA Merchandise Show Preview** ...