
	<p>January 22, 2004</p> <ul style="list-style-type: none"> - Adams Fairway Woods - PGA Merchandise Show - In the Bag of Ernie Els 	
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- Adams Ovation Fairway Woods

Adams Golf announces their latest fairway wood line call the **Ovation**. The new fairway woods are made from stainless steel and feature a low vertical center of gravity (630 VCG) that makes it easy to get the ball airborne. A low spin and high launch angle provide increased distance. The club's high moment-of-inertia (MOI) provides forgiveness on off-center hits and the Tight Lies sole design makes the Ovation easy to hit from any lie. The Ovation line was designed by Adams incorporating launch monitor and 3-D modeling technology. Four models are available: Men's Standard, Men's Offset Senior and Women's. The fairway woods come standard with an exclusive Aldila graphite shaft that is specifically designed to provide high launch conditions for fairway woods and leverages the tour success of Aldila's NV shaft. Suggest retail pricing is set at \$199.99 each.



- 2004 PGA Merchandise Show

The 51st **PGA Merchandise Show** will be held January 29-February 1, 2003 at the Orange County Convention Center in Orlando, Florida. Equip2Golf.com will be providing our annual cover of the Show for the 5th consecutive year. The Show will feature new products from over 1,200 exhibitors. Joining the ranks of absentees this year is TaylorMade. They join Cobra, Footjoy, and Ping as the big names that have chosen to not attend the Show. Look for big product introductions from Nike, MacGregor, and others. We will be providing daily updates each evening with product descriptions and images. The Demo Day is scheduled for January 28th, the day before the Show starts. This is the second year in a row for this event and we will report next week on our time spent at the event.

*The Pro Shop with Gary Mayes
(continued)*

January 22, 2004

- In the Bag – Sony Open

“Drive for Show, Putt for Dough”

Winner – Ernie Els

Driver – Titleist Titanium 983K

Putter – Scotty Cameron by Titleist Studio Stainless Newport 2

Golf Ball – Titleist Pro V1x

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 1 win

Titleist – 1 win

Putter

Titleist – 1 win

Yes! – 1 win

Golf Ball

Titleist – 1 win

Precept – 1 win

Next Week ... ***Live from the PGA Merchandise Show ...***