



January 29, 2004

- PGA Merchandise Show Demo Day
- In the Bag of Phil Mickelson



**- PGA Merchandise Show – Demo Day**

This is the second year for the PGA Merchandise Show's **Demo Day**. The 2004 Demo Day was held January 28, 2004 from 10:00 AM to 5:00 PM. Hosted at the Orange County National Golf Center in Orlando, 75 manufacturers were present offering hands-on testing of their latest product offerings. The National Golf Center's 42 acre practice range is set in a circular fashion and provided an excellent opportunity to visit with manufacturer representatives and company officials. Visit our Demo Day Image Gallery for a unique preview of some of the Show's newest products. We covered 20 manufacturers in while we were there. Details on the new product offerings will follow in our daily updates over the next four days. The Nike Ignite driver stood out and looked better in person than some of the pictures we have seen leading up to now. The new offerings from Dunlop Golf along with the signing of John Daly have Dunlop on the rise. The new Redneck putter and irons and wedges from designer Rick Gray are good looking and of high quality. Sonartec had their new hybrid on hand and they looked and felt as good as their popular fairway woods. Local Balance Certified Golf was on hand sharing some tent space with shaft maker True Temper Sports. There were also many new offerings from MacGregor, Wilson, Cleveland, and Feel Golf. Feel Golf is introducing a new grip called the Full Release that looks as though they put the grip on backwards. If felt unusually but really seem to allow the club head to whip through the zone. Look for our daily Show updates each morning through Monday.



*The Pro Shop with Gary Mayes  
(continued)*

*January 29, 2004*

***- In the Bag – Bob Hope Chrysler Classic***

***“Drive for Show, Putt for Dough”***

**Winner** – Phil Mickelson

**Driver** – Titleist Titanium 983K

**Putter** – Scotty Cameron by Titleist Futura

**Golf Ball** – Titleist Pro V1

***2004 Season Leaderboard - PGA Tour***

**Driver**

Titleist – 2 win

TaylorMade – 1 win

**Putter**

Titleist – 2 win

Yes! – 1 win

**Golf Ball**

Titleist – 2 win

Precept – 1 win

Next Week ... ***PGA Merchandise Show Wrapup ...***