



February 12, 2004

- Ping Putter
- Training Aid
- In the Bag of Vijay Singh



- Ping CRAZ-E Putter

Ping Golf recently unveiled its entry into the oversize extreme weighting putter category with the **CRAZ-E**. The new putter is the latest addition to the G2i family and features a geometric shape for increased inertia and easy alignment. The putter also features a blue urethane full-face insert that provides a soft and responsive feel. The head weighs 348 grams and is designed with a center of gravity that is very low and away from the face. This is said to assist in getting the ball rolling quicker enabling more consistent putts. The head has strategically placed weight near the heel, toe, and rear of the putter to create an extremely high moment of inertia for increased accuracy and consistency. The putter has a unique alignment aid that features crescent shapes and an extra-long sight line that contrasts with the blue urethane inserts to create a visual aid that helps square up the face and move the putter along the intended target line. The CRAZ-E will be available Feb 16th with a suggested retail price of \$160.



- Inside Approach Training Aid

The **Inside Approach** is a new training aid that identifies swing path faults and teaches the proper plane in which to swing the golf club. The training aid features a cylindrical-shaped cushion that is attached to a stand. The cushion hovers directly over the ball, along the intended target line and corrects swing paths that are over-the-top of the swing plane (which produce slices, pulls and pop ups) and swing paths that are too far from the inside or underneath the plane (which produce pushes and hooks). A key selling point is that it provides immediate feedback on one's swing. The company offers a six-swing guarantee that your swing path will be corrected. The Inside Approach costs \$79.98, plus shipping and handling and can be ordered online at www.OutsideApproach.com.



The Pro Shop with Gary Mayes

February 12, 2004 (continued)

- In the Bag – AT&T Pebble Beach Pro-Am

“Drive for Show, Putt for Dough”

Winner – Vijay Singh

Driver – TaylorMade R510

Putter – Never Compromise Voodoo Prototype

Golf Ball – Titleist Pro V1x

2004 Season Leaderboard - PGA Tour

Driver

Titleist – 2 wins

TaylorMade – 2 wins

Callaway – 1 win

Putter

Titleist – 2 wins

Never Compromise – 2 wins

Yes! – 1 win

Golf Ball

Titleist – 4 wins

Precept – 1 win

Next Week ... ***New Products*** ...