



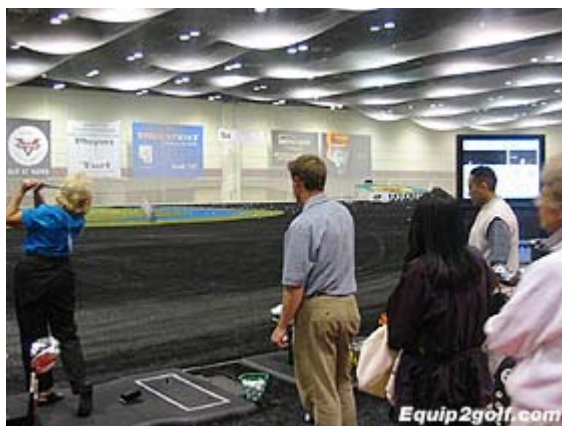
February 5, 2004

- PGA Merchandise Show
- Site News
- In the Bag of Jonathan Kaye



**- PGA Merchandise Show Wrap-up**

New to the Show this year was the Equipment Testing Center. The ETC was a massive 90,000



square foot indoor range on the Show floor featuring 45 hitting bays staffed by equipment

manufacturers during regular Show hours allowing attendees to test the latest equipment. Many of the manufacturers were utilizing launch monitors in their hitting bays providing quantitative feedback to attendees.



In spite of the absence of many of the big manufacturers like Titleist and TaylorMade, there were over 40,000 people in attendance. While there really wasn't much of a buzz centered on a specific product or set of products, we found that attendees were there with a purpose in mind: to place orders. Among the companies that we felt have a good Show were Dunlop, Nike, Callaway, Tour Edge, MacGregor, Wilson, and Mizuno. Each had a mixture of brand new products with gear that was introduced in late 2003. On a local note, we were impressed with the constant traffic that the Balance Certified Golf booth exhibited the entire Show.



Jeff Lindner, John Cranston, and the rest of the company are slowly but surely becoming known for their technical expertise and their counterbalance weighting system for improved performance in woods, irons, wedges, and putters.

The outlook for 2004? The putter category is exploding with "extreme weighted" models. Every company that makes putters now has a model that has weight that has been moved low and back. All shapes, sizes, colors, and materials are to be found in this fast moving category. The hybrid category is another one that has seen tremendous growth over the past year and this year will be no different. Finally, the other category that we see doing well this year is the combo sets. Here we see new sets that are a mix of woods and irons integrated into a single set.

*The Pro Shop with Gary Mayes*

*February 5, 2004 (continued)*

**- Site News – Redesign and FREE Stuff**



We officially unveiled the new look and focus of Equip2Golf.com this past week. Coinciding with the redesign, we announced that we will begin monthly merchandise drawings beginning later this month. All you have to do is subscribe to our email list and you will be entered automatically for the FREE giveaways. Additionally, we encourage you to go to our new Manufacturer's Corner where you will find monthly offers and giveaways from selected companies. Our first participating company is Balance Certified Golf and make sure that you enter to win a free set of Power Rings and learn first hand of their Motion Balancing technology without having to modify your clubs.

**- In the Bag – FBR Open**

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

**Winner** – Jonathan Kaye

**Driver** – Callaway Great Big Bertha II Pro Series

**Putter** – Never Compromise TDP 2.2

**Golf Ball** – Titleist Pro V1x

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

**Driver**

Titleist – 2 wins

Callaway – 1 win

TaylorMade – 1 win

**Putter**

Titleist – 2 wins

Never Compromise – 1 win

Yes! – 1 win

**Golf Ball**

Titleist – 3 wins

Precept – 1 win

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